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1935

Chrysanthemums



A COMPLETE LIST
FOR EVERY PURPOSE
Best the World Affords



ELMER D. SMITH & CO.
ADRIAN, MICHIGAN

Read This Page of Instructions

HOW TO CARE FOR PLANTS ON ARRIVAL

When plants have been transported considerable distance they often show the effects of such treatment, especially so if delayed in transit. When they have been packed three or more days their roots should be submerged in tepid water a few hours, this treatment will revive them sufficiently so they will be more likely to survive when planted out of doors or placed in pots. The moss may be removed or if the ground is dry it may be left intact and then planted, thus treated moisture will be conserved at the roots which will be very beneficial and may establish some that would otherwise be lost. It is also well to make the soil fairly firm near the plants which prevents rapid evaporation.

NO ORDER ACCEPTED FROM THIS CATALOG FOR LESS THAN \$2.00

Except Manual, Sample of Chrysaline and Collections.

Smith's Revised Chrysanthemum Manual

[Seventh Edition]

By ELMER SMITH

Who Has Made a Specialty of Chrysanthemum Culture
for the Past Forty-five Years

This booklet treats the subjects in a concise yet lucid manner, covering the whole work from the care of stock to the staging of blooms.

Several new features have been added, including complete description and remedies for two new diseases, either of which, or the chapter on Chrysanthemum Midge, or the control of leaf tyer, are worth more to the reader than the price charged. Ten new illustrations have also been added.

The best work on American Chrysanthemum Culture. Both amateur and florist have been provided with articles for their special needs.

\$1.50, POSTPAID

Chrysaline

Unequaled for Producing Lusty Chrysanthemums

A complete Chemical Fertilizer, perfectly soluble and contains the same constituents as those incorporated in manure, supplying proper quantities of nitrogen, potash and phosphoric acid, which are the most important elements conducive to plant life.

The advantages of Chrysaline over other manures are: It is clean, has no offensive odor, is soluble and thus easily prepared, is immediate and permanent in its effects, so highly concentrated that it is the cheapest, saves time and labor, and gives accurate results.

Samples of 13½ ounces, prepaid by mail, \$0.75.

Larger quantities will be furnished as follows:

Five pounds, \$2.50; Ten pounds, \$4.50; Twenty-five pounds, \$10.00; Fifty pounds, \$17.50. F. O. B. Adrian.

One ounce is sufficient for ten gallons. Full directions accompany each package.

Chrysanthemums like a slightly acid soil; Chrysaline has an acid reaction.

TO OUR PATRONS

In compiling our catalog for 1935 it has been our endeavor to eclipse previous efforts by making it most complete in every detail.

You will find Cultural Suggestions on the last pages which we feel assured will be acceptable and appreciated by many.

Through the pages are enumerated many new varieties, to be exact 37 including all types, which are being offered for the first time.

The prices are moderate considering merits and the vast amount of labor in production.

A friend and customer has suggested the following slogan for varieties of our origination, "When they're Smith's they're good."

Those who prefer kinds that are not strictly new will find an extensive list of standard varieties at a much lower price and comprising many of the varieties most popular at the present time.

In our descriptions we state the plain facts rather than exaggerate in any way whatsoever.

Thanking you for a continuance of your patronage, we are

Very respectfully,

ELMER D. SMITH & CO.

READ THIS BEFORE MAKING ORDER

Remember, we do not supply less than 5 plants of a kind at ten, and 25 at hundred rate. This means you must order 5 or 25 of a kind in order to secure the ten or hundred rate.

KEEP THIS CATALOG FOR REFERENCE

This catalog is really a book of reference, giving the height the plants attain, and the best bud to reserve for the many sorts offered. Such information is eagerly sought each year, and especially so as the time for securing buds draws near. Every word in this catalog from cover to cover is worth reading and may throw light upon some subject important to the recipient.

TERMS OF SALE

IMPORTANT—Read Carefully Before Ordering

QUOTATIONS: The prices quoted are as low as can be made for strictly first-class stock and are for U. S. Currency. This list cancels all previous quotations.

REMITTANCES for all orders should be made by Postoffice, Express Money Order or Bank Draft. Canadian, Mexican and all foreign customers are requested to remit by Postoffice Money Order, which is not subject to discount like checks and other forms of exchange.

FILLING ORDERS. All orders are filled in strict rotation, carefully labeled, lightly and securely packed, and delivered to the carriers in good condition. In case stock of certain varieties is exhausted, we reserve the right to decline the order. To partially avoid such action, place your order early, so that the plants may be set aside. Assist in prompt delivery by using order sheet.

Those who prefer the soil left intact on the roots and shipped by express can estimate the weight at about six plants to the pound. From the foregoing the approximate weight is easily ascertained and your express agent can determine the charge on a given number of pounds.

EXPRESS DELIVERIES. When plants are preferred with the soil and roots intact, we usually forward by express.

PARCEL POST DELIVERIES. Many patrons prefer plants sent by Parcel Post, in which case the soil is removed and the roots wrapped in damp moss. Those who prefer this method of delivery, please add 10 per cent to the amount of the order to all points east of the Mississippi and 15 percent to all points west of the Mississippi, also to Canada and Mexico, to cover postage.

FOREIGN SHIPMENTS (except Canada and Mexico) require treatment, both as to condition of plants and method of packing to insure safe delivery. We ask such customers to add 25 percent to the amount of the order to cover this extra expense.

CLAIMS FOR DAMAGE. All claims for damages must be assumed and entered against the carrier by the buyer. Inasmuch as we have no control over the transportation agencies, we cannot be responsible for plants frozen in transit, or injured by delayed deliveries or rough handling.

NO GUARANTEE. While we exercise utmost care in executing all orders to keep our stock true to name, we give no warranty, expressed or implied, and cannot guarantee or be in any way responsible for the crop, either as to variety or product. If not accepted on these terms, they must be returned at once.

Commercial Section

NEW AMERICAN CHRYSANTHEMUMS FOR 1935

Originated by Elmer D. Smith & Co.

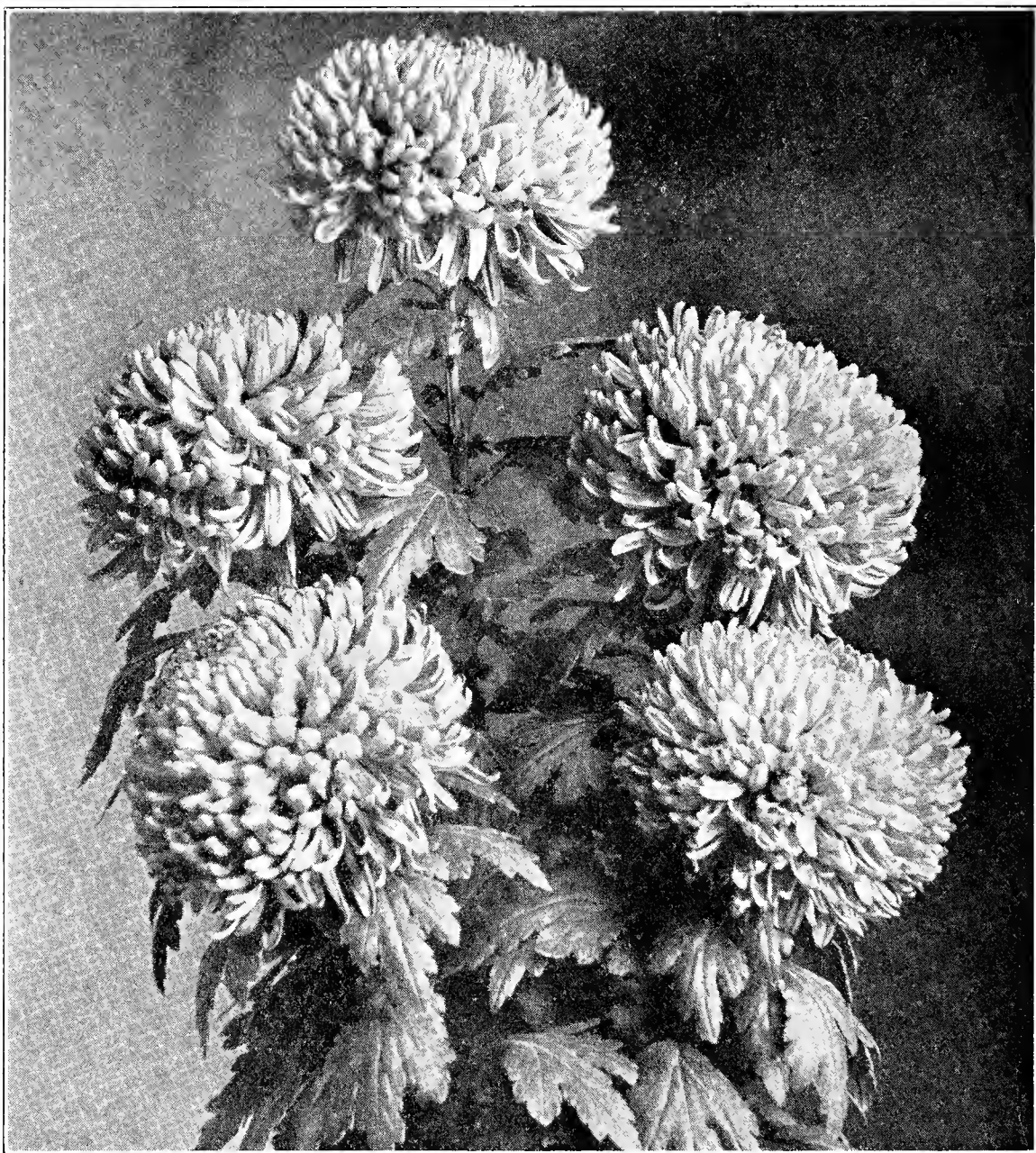
Those interested in commercial varieties should not fail to avail themselves of the following sterling Novelties. They surpass existing kinds in their respective season.

Delivery beginning Feb. 15th.



MRS. HENRY R. REA—Pure white with pointed petals; strong stem and large dark green foliage extending well up to the bloom. We believe this new white will supersede such varieties as Silver Sheen, Ambassador and other early whites. Reserve bud September first to secure blooms 7 inches in diameter by October 25. C.S.A. Certificate scoring 90 points.

Plants from 2¼ inch pots: \$0.60 each, \$5.50 per ten, \$50.00 per hundred.
Not less than 5 of a variety at ten; 25 at hundred rate.

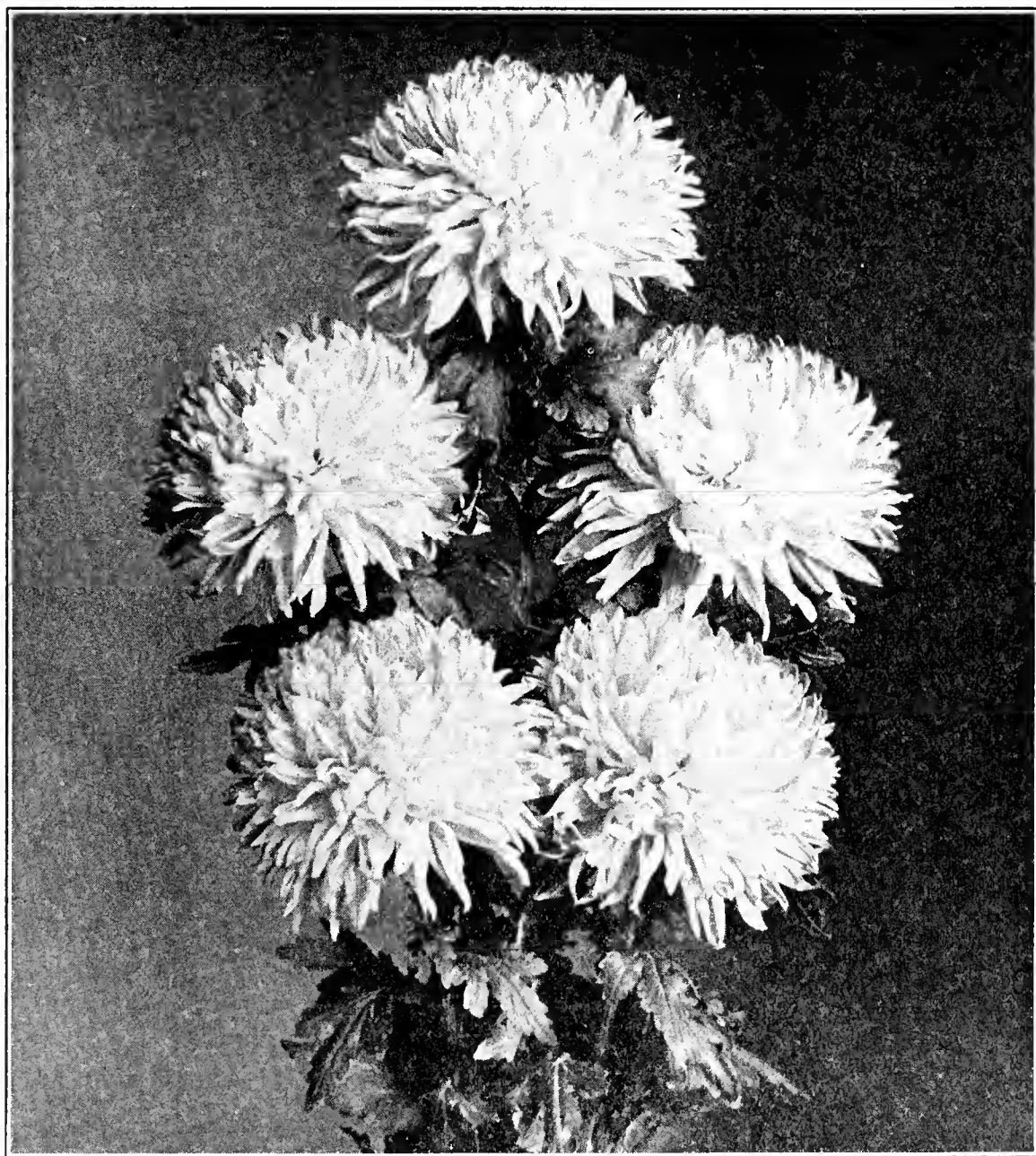


APRICOT QUEEN

APRICOT QUEEN—An incurved orange of unusual brilliancy which illuminates in artificial light, reverse golden yellow. Short jointed growth with small foliage extending close to the bloom. Select bud September 5 to 10. Blooms 7 inches in diameter mature October 25. C.S.A. Certificate scoring 92 points.

YELLOW DECEMBER GLORY—A creamy white sport from December Glory and is the same as this very popular late white in other respects. Reserve bud September 30. Matures December 1 to 10.

Plants from 2¼ inch pots: \$0.60 each, \$5.50 per ten, \$50.00 per hundred.
Not less than 5 of a variety at ten; 25 at hundred rate.



EVENING GLOW

EVENING GLOW—In color, bright yellow similar to Sunglow. Small foliage but of strong growth. Plants attain 4 feet in height and mature October 25. September 10 buds produce blooms 7 inches in diameter. C. S. A. Certificate.

YELLOW DETROIT NEWS—A sport which is sure to become as popular as Detroit News. Color a bright shade of yellow, possesses other good qualities of its parent. For flowering period and date of bud see Detroit News page 7.

Plants from 2¼ inch pots: \$0.60 each, \$5.50 per ten, \$50.00 per hundred.
Not less than 5 of a variety at ten; 25 at hundred rate.

INTRODUCTIONS OF 1934

EVENING STAR—An exceptionally fine midseason pink variety maturing November first. In form it somewhat resembles Rose Perfection, is slightly darker in color and fully double to the center even from latest buds. Strong growth with good stem and medium sized foliage. Attains five feet from April 20 planting. Select bud about September fifth. Flowers, six inches in diameter.

GOLDEN TINTS—This early bright yellow may be cut October tenth by selecting the first bud that appears after August first. It should be planted by April 15 to secure this bud and to attain a height of three feet. Wonderfully strong stem with foliage close to the bloom. A shade darker than Mrs. H. E. Kidder. Select bud from August 5 to 25. Blooms 8 inches in diameter.

MRS. HELEN K. JOHNSON—A dark yellow about the same shade as the old variety Marigold with petals somewhat irregular and interlacing in their arrangement. Good stem and small foliage. Height five feet from late April planting. Buds selected August 20 will mature flowers October 28. Blooms, eight inches in diameter.

MRS. FRANKLIN D. ROOSEVELT—A large yellow, very tall in growth and must have liberal space and ample ventilation to be of commercial value. Matures November 10 to 15.

SECRETARY NEHRLING—In honor of the Secretary of the Chrysanthemum Society of America. Very perfect in form, of the true commercial type resembling the favorite Major Bonnaillon in this respect. Bright yellow same shade as Mrs. R. M. Calkins. Stem heavy and strong with the foliage extending up to the bloom. Reserve bud August 15 to 20; later buds, while fully double, produce less globular flowers more intense in color. Height from early May planting, 4½ feet. Flowers 5½ inches in diameter mature November 15 to 20.

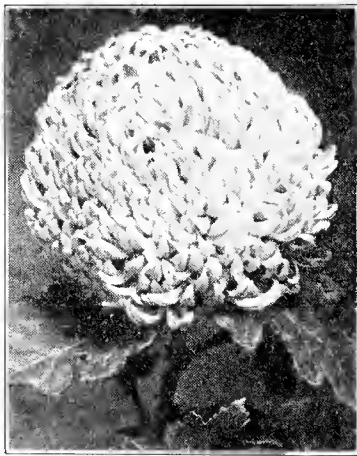
Plants from 2¼ inch pots: \$0.40 each, \$3.50 per ten, \$30.00 per hundred.
Not less than 5 of a variety at ten; 25 at hundred rate.

INTRODUCTIONS OF 1933

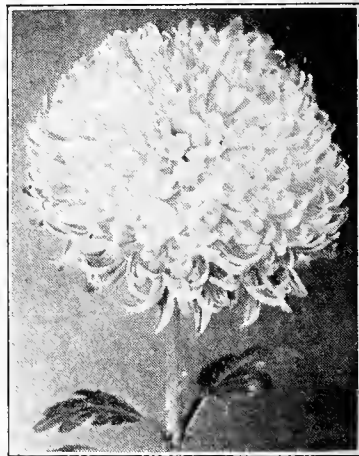
COLUMBUS DISPATCH—A very large incurved deep yellow possessing a remarkably strong, upright stem. Height 5 feet from early June planting. Reserve bud September 1. Blooms 8 inches in diameter are fully developed October 25. One of the best yellow varieties we have produced.



Mrs. A. J. Stahelin



Pink Globe



Columbus Dispatch

MRS. A. J. STAHELIN—We predict this new bronze will become as popular as Detroit News. Color is golden bronze with reverse petals bright yellow. Unusually rigid stem with small foliage extending to the bloom. Height 4 feet from early June planting. Matures November 15. Flowers 6½ inches in diameter.

OKEDA—Disseminated as an exhibition variety but as it blooms too early for this purpose we have included it in this section. A reddish bronze with golden reverse, of the irregularly incurved type. The end of the petals turns, showing both colors to best advantage. Reserve bud from August 1 to 10. Flowers mature October 1 to 10. This variety, without shading, will compete with the California grown Chrysanthemums as to size and earliness.

OSCODA—This variety produces a very closely incurved bloom showing the reverse side of the petals, an excellent shipper. Color, light lavender with a silvery sheen. Flowers 6 inches in diameter. Select bud about September 1. Height 4 feet from June planting. Flowers October 30.

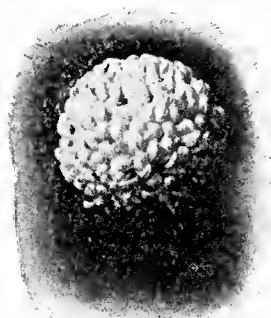
YELLOW CHATTANOOGA—A very light or cream colored sport from the variety Chattanooga. Buds reserved September 20 mature December 1. Height 4 feet.

Plants from 2¼ inch pots: \$0.30 each. \$2.50 per ten, \$20.00 per hundred.

Not less than 5 of a variety at ten; 25 at hundred rate.

STANDARD VARIETIES

EARLY SORTS



Throughout the catalog we have endeavored to give the height of the plants which is based on plants benched in June. If planted in May they will be a foot or more taller at flowering time and correspondingly shorter if benched at the end of July. Late propagated and planted stock is usually somewhat retarded as to flowering date. This section comprises those varieties which flower before October 25. If buds are not formed at the dates given reserve the first that appear thereafter.

AMBASSADOR—Heralded as a very large early white but with us it did not mature until the end of October. Our plantings were June fifteenth and attained a height of two and one-half feet. Bud selected September first.

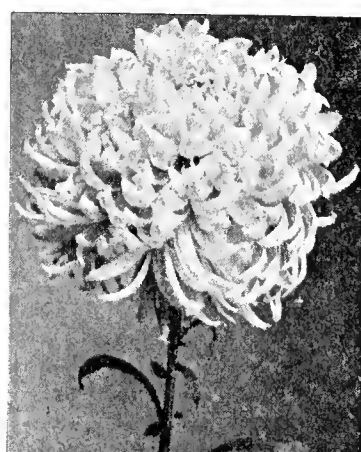
CHRYSALORA—(Introduced by us, 1911). The best yellow for early October. Fine incurved form with perfect stem and foliage. Height, four feet. Date of bud August 15. Flowers 7 inches in diameter mature about October 15. This is the variety seen on the market early in September and is produced in California.



Sun Glow



Golden Wave



Smith's Enchantress

DETROIT NEWS—(Introduced by us, 1926). In normal seasons this variety matures October 25, and is best of its color (bronze) at that season. At first develops as an incurved showing its golden reverse, then gradually reflexes, presenting more of the bronze tone. Wonderful substance and keeping qualities either cut or uncut. Will last longer than most varieties. Select bud August 30. Blooms 6 inches in diameter. Height, four feet.

GOLD LODGE—A very early yellow variety maturing early October. Secure bud August 15 and onward. Blooms 6 inches in diameter; height three and one-half feet.

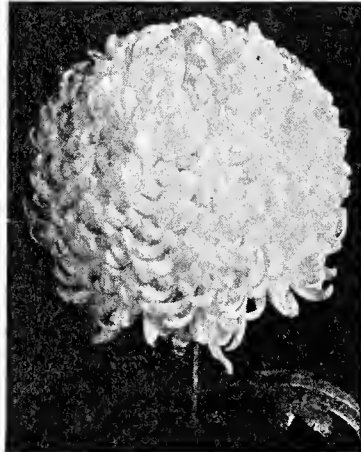
GOLDEN GLORY—A good mid-season yellow for commercial growers. Will produce blooms six inches in diameter. Select bud August 25 and later. Matures October 20. Height, four feet.

GOLDEN GLOW—(Introduced by us, 1908). A bright yellow with good stem and foliage. Height, three and one-half feet. Date of bud July 10. Blooms 6 inches in diameter may be had from August 15 to October 20 if planted in succession and first bud secured.

GOLDEN WAVE—(Introduced by us, 1929). Decidedly incurved in form, brighter yellow than Richmond. Matures October 20. Excellent stem and foliage. Select bud about September 5. Diameter, 6 inches. Height, three and one-half feet.



Detroit News



Silver Sheen



Mrs. H. E. Kidder

INDIANOLA—An early bronze, 7 inches in diameter, maturing October 10 to 15 from buds selected August 5. Early planting is recommended. Height, four feet.

MRS. H. E. KIDDER—(Introduced by us, 1930). An exceedingly early bright yellow. Very stiff, upright stem producing flowers 7 inches in diameter. Four feet in height from June planting. Ready to cut October 15 from buds selected August 25. We especially recommend this variety believing it is the best early yellow of recent introduction.

OCTOBER ROSE—An addition to the early pink section; of vigorous growth. Blooms 7 inches in diameter, mature October 20. Select bud about August 25. Height, four and one-half feet.

QUAKER MAID—A large mid-season variety, pure white, six inches in diameter, coming to perfection in October. Select bud August 20 and later. Height, four and one-half feet.

SILVER SHEEN—(Introduced by us, 1925). Pure white, incurved form, maturing October 20, to follow Smith's Advance. Has wonderful keeping qualities. We recommend this variety as a second early. Select bud August 30.

SMITH'S ENCHANTRESS—(Introduced by us, 1925). While this variety is not as early as Golden Glow and Smith's Advance, blooms 6 inches in diameter are ready to cut October 7 and the entire crop may be disposed of by the fifteenth. The color is bright rose pink of a very even shade. Produces a higher percentage of saleable blooms than any other early pink. Select early September bud. Height, four feet.

SUN GLOW—(Introduced by us, 1919). A bright yellow of the Major Bonaffon type producing a high percentage of perfect blooms 8 inches in diameter. Select buds August and onward. Matures about October 20. Height, three and one-half feet. Still one of the best early yellows.

Plants from 2¼ inch pots: \$0.15 each, \$1.00 per ten, \$7.50 per hundred.
Not less than 5 of a variety at ten; 25 at hundred rate.

MID-SEASON SORTS

Those varieties which reach maturity between October 25 and November 20 are considered mid-season.

In giving the height of mid-season varieties we have based our estimate on good, strong plants benched June 15.

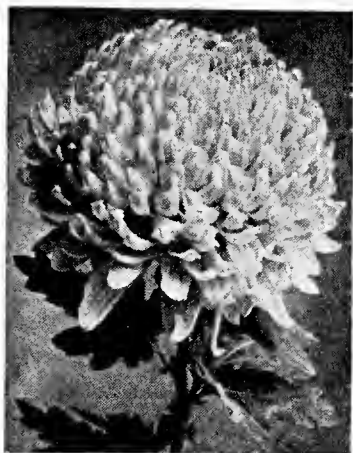
In favorable seasons some of the varieties will perfect blooms a few days before November 1, but as climatic conditions have much to do with the flowering season, the dates given must not be considered infallible.

The varieties fully described, herewith, are those which have been in greatest demand the past three years, hence we consider them the best of this section.

ANTIQUE—A deep bronze sport from Dr. Enguehard; a duplicate of Enguehard in all respects save color. Select bud September 5.

CHARLES W. JOHNSON—(Introduced by us, 1931) An exceedingly perfect incurved white of strong growth and good foliage. Flowers 6½ inches in diameter and depth. We consider this a great improvement over Betsy Ross, which it resembles, as it matures at the same period, about October 25, with no imperfect flowers. Height, four and one-half feet. Select bud about September 10.

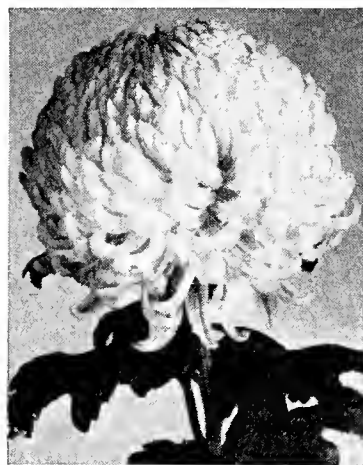
DR. ENGUEHARD—Bright rose pink. Double from either bud. While those from the late buds are somewhat smaller they are greatly improved in color. Blooms 6 inches in diameter mature November 10. Date of bud, September 5. Height, four feet.



Rose Perfection



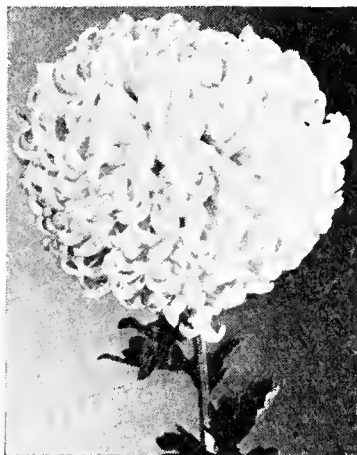
Smith's Superlative



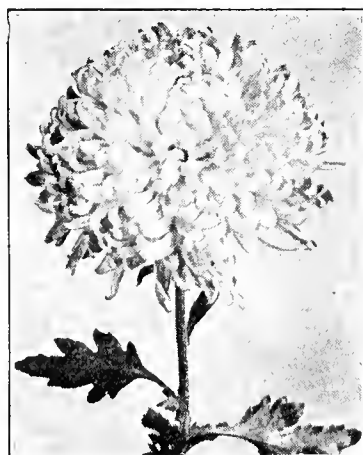
Charles W. Johnson



J. W. Prince



Mefo



Golden Topaz

EDGAR STILLMAN KELLY—(Introduced by us, 1926). In comparison with Betsy Ross is larger in size, stronger in growth, and of the purest glistening white, 7½ inches in diameter. Matures November 15 from buds selected September 20. Height, five feet.

GOLDEN BRONZE—The name describes the color. Very strong in growth. Flowers of large size mature the end of October. Height, five feet. Select bud August 10.

GOLDEN TOPAZ—(Introduced by us, 1932). In color a close rival to Friendly Rival, being only a trifle lighter. Fine, upright growth and good stem and foliage. Height, four feet. Flowers $6\frac{1}{2}$ inches in diameter. Select bud September 10. Matures November 10.

HILDA H. BERGEN—Originally described as maturing October 10 but with us does not flower until about the 25th and is from 4 to 5 inches in diameter. Select bud September 10. Height, three and one-half feet.

J. W. PRINCE—Very similar to Chieftan, the only difference being it is a brighter shade of pink and for this reason it is considered much better. Will produce flowers 7 inches in diameter. Select bud August 30. Height, three feet. Matures from the end of October to first of November.

MEFO—(Introduced by us, 1926). The loosely and irregularly incurved petals are very artistically arranged, color creamy white and from late buds; shows slight traces of pink four feet high, matures November 15, flowers seven by six inches, beautiful foliage, select bud about September 15.

MONUMENT—A large pure white of incurved form producing blooms 7 inches in diameter. Growth strong with sturdy stem. Select bud September 20. Matures November 15. Height, four feet.

MRS HENRY ROBINSON—This variety was sent out in 1895 and while it is not largely grown, yet in the extreme South particularly in the vicinity of New Orleans, it is still looked upon with favor inasmuch as it matures November first for All Saint's Day. It is a large incurved white; flowers 6 inches in diameter. To be seen at its best it requires an early bud. Height, three to three and on-half feet.

ROSE PERFECTION—(Introduced by us, 1920). A seedling from Chieftain but is brighter and more constant in color; produces blooms 7 inches in diameter. May remain uncut after full maturity without impairing its beauty. An easy propagator. Bud about September 10. Height, three feet. Matures first week of November.

SMITH'S SUPERLATIVE—(Introduced by us, 1932). A remarkably intense yellow, even brighter than Friendly Rival. Globular reflexed in form and possessing more substance than any other variety we know of. Flowers $6\frac{1}{2}$ inches in diameter. Wonderful, strong, upright stem with lustrous, dark green foliage. Growth about five feet in height. Select bud August 25. Matures October 25.

SNOW-WHITE—A large pure white of incurved form, 8 inches in diameter. Sturdy stem and fine foliage. Requires a bud from September 1 to 5. Height, four to five feet. Matures October 30.

WHITE CHIEFTAIN—A sport from the well known variety, Chieftain. Color pure white. Flowers 7 inches in diameter mature October 30 and later. Date of bud September 20 to 30. Height, four feet.

Plants from $2\frac{1}{4}$ inch pots: \$0.15 each, \$1.00 per ten, \$7.50 per hundred.

Not less than 5 of a variety at ten; 25 at hundred rate.

For years we have specialized in chrysanthemums and especially in the production of new kinds.

We are acknowledged the originators of most American novelties of merit.

We have done more to improve the chrysanthemum than any other firm in America. This, no one doubts, and the growers have realized more profit from these new creations than the originators.

We have no agents, our catalogue is our salesman.

Those desiring more explicit instructions should avail themselves of Smith's Chrysanthemum Manual, a description of which will be found on the inside of front cover.

LATE SORTS

The late varieties are those which are in perfection November 20 and later depending upon date of propagation and planting.

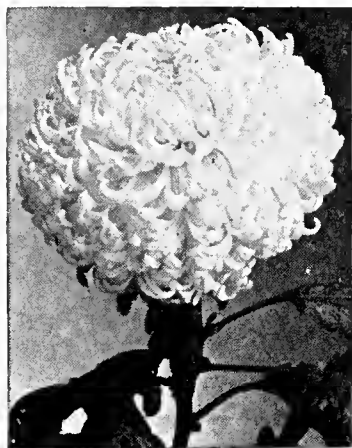
Some of the late varieties mentioned will perfect flowers by November 10 if early buds are secured and the season is favorable. On the other hand, they may be retarded by planting late and securing late buds.

The varieties fully described, herewith, are those which have been in greatest demand the past three years, hence we consider them the best of this section.

BRONZE MISTLETOE—A sport from Pink Mistletoe, identical in every respect except color. Very serviceable where late bronze flowers are desired. Select bud September 30 and later.

BRONZE SEIDEWITZ—A bronze sport from the popular variety Edwin Seidewitz. The color is a warm shade of tan showing some red in the depth of the blooms. In other respects the sport is the same as the original. Select bud September 5th. Matures for Thanksgiving.

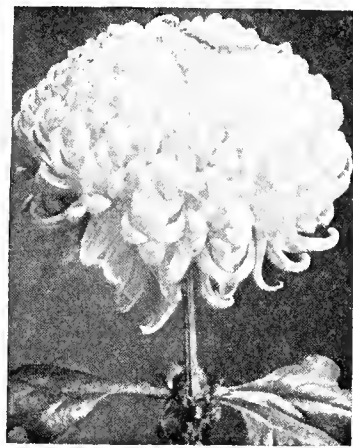
CHATTANOOGA—(Introduced by us, 1927). An exceedingly pure white somewhat resembling Towantic but later and not as tall in growth. May be grown 8 inches in diameter. Matures December first and later from buds selected September 20. Height, four feet from June planting.



Chattanooga



Garnet King



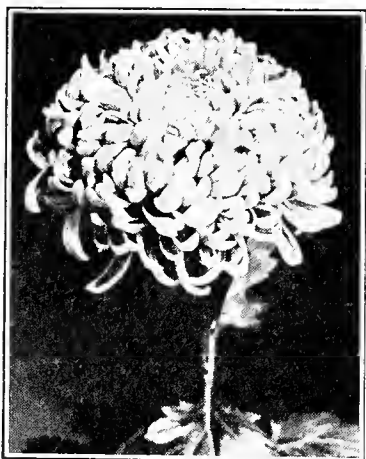
Friendly Rival

DECEMBER GLORY—(Introduced by us, 1923). An excellent commercial, pure white in color. Petals incurved throughout forming a perfectly spherical flower six inches in diameter. Has fine stem and foliage. Secure bud September 30. Height, five feet from June 15 planting. Matures December 1 to 10. We consider this one of the best late flowering varieties.

EDWIN SEIDEWITZ—A beautiful late incurved 6 inches in diameter. Bright pink. Date of bud September 5. Height, five feet. Matures from Thanksgiving to early December. Still very popular with many growers.

FRIENDLY RIVAL—(Introduced by us, 1928). We believe this variety to be the finest yellow we have ever produced, considering its size, color, stem and foliage, and flowering period which is November 15 to Thanksgiving. It is the brightest yellow of its season that we know of. Will produce blooms 8 inches in diameter. Select bud September 10. Height, four feet.

GARNET KING—(Introduced by us, 1928). We believe this is the finest red yet produced; color, garnet with bluish black shadings and enhanced by a silken sheen so apparent in many red roses. Very slight contrast between the upper and reverse side of the petals and when fully developed is of the true reflexed type. Fine stem and foliage. Buds selected September 20 mature November 20 to 30 and are six inches in diameter. Height, four feet.



Miss Helen Frick



Oak Leaf



Mrs. R. M. Calkins

GLADYS PEARSON—(Introduced by us, 1925). A very appropriate shade for Thanksgiving use. Blooms 8 inches in diameter mature November 20 to 25. The upper surface of the petals is apricot and the reverse buff which illuminates under artificial light to bright orange. Strong grower. Height, five feet from June planting. Date of bud September 30.

GOLDEN MISTLETOE—A light yellow sport from Mistletoe. Owing to its lateness this variety is valuable to the commercial grower. Height, four feet. Date of bud September 30.

MISS HELEN FRICK—(Introduced by us, 1904). Although we introduced this variety many years ago it is still the most pleasing shade and best pink to mature about November 20. Is of rather dwarf growth and should be planted early in June to secure stems four feet long. Select bud September 10 to 15.

MOHAWK CHIEF—(Introduced by us, 1929). The latest crimson to date, its reflexed form showing this color to best advantage. Matures the end of November into December. Buds selected October 1 and later for best color. Diameter 7½ inches. Height, three feet.

MRS. R. M. CALKINS—(Introduced by us, 1926). A very bright yellow as intense as the variety Marigold; an improved golden Chadwick is more globular in form with a stronger and harder stem. Produces bloom 7 inches in diameter. Select bud September 20. Height, four feet. Matures November 25 to 30.

MRS. NELLIE T. ROSS—(Introduced by us, 1925). Light yellow, possibly a shade lighter than Major Bonnaillon. Its late flowering period, November 30 into December, greatly enhances its value. A wonderful keeper; produces blooms 7 inches in diameter. Do not reserve bud until early October. Height, four and one-half feet.

OAK LEAF—A sport from the popular variety Gladys Pearson; darker in color as the name implies. Culture, bud and date of flowering are the same as the original.

PINK MISTLETOE—A pink sport from Mistletoe. Best of buds September 30 to October 15. May be had for Christmas and after by planting the end of July or first of August.

THANKSGIVING PINK—Owing to its lateness this variety is very popular. The color is a very dark pink of a rather peculiar shade but is still extensively grown by those who desire late flowers. Produces blooms 7 inches in diameter. Select bud September 15. Height, four feet. Matures Thanksgiving and later.

WHITE MISTLETOE IMPROVED—(Introduced by us, 1930). This pure white Mistletoe is a sport. It has been propagated from a single plant the past three years and has been constant and true to color. The objectionable pink of the original Mistletoe has been eliminated. This new variety will be valuable to all seeking late flowering sorts.

YELLOW GLADYS PEARSON—There were four yellow sports from Gladys Pearson offered last spring and we believe we have selected the best one of the four. It is identical in every way with the original except its color.

Plants from 2¼ inch pots: \$0.15 each, \$1.00 per ten, \$7.50 per hundred.
Not less than 5 of a variety at ten; 25 at hundred rate.

Pompon Section

The word pompon as applied to the small flowering chrysanthemum was given it from its resemblance to a worsted ornament worn in the French soldiers' cap. They have been divided into three classes, those which are an inch and a half or less are known as the button or baby type, those from one and one-half to three inches are known as intermediate type and the large for disbudding are from three to four and one-half inches in diameter. The true pompon type is round, not a flat flower.



THE BUTTON OR BABY TYPE

In addition to being useful for cutting, the varieties are dwarf and admirably adapted to pot culture, making exceptionally fine plants, either for home decoration or for the outer row of large exhibition groups. Potted in June and stopped several times they may be had from eight to sixteen inches in height from soil. We especially recommend these for this purpose.

INTRODUCTIONS FOR 1935

BROWNIE—Color dark bronze and form most perfect, true baby pompon type. Flowering date November 10. Flowers $1\frac{1}{4}$ inches in diameter. A product from University of Illinois.

CLISTA—The small petals concave or turn inward forming a perfect ball. The bright yellow flowers are produced in abundance. Height 2 feet. Developed November 10. Diameter of flowers $1\frac{1}{8}$ inches. C.S.A. Certificate.

GALVA—A round flower of the true pompon type. Color, bronze with golden reverse. Strong stem and good foliage. Sprays of perfect arrangement. Diameter of flowers, $1\frac{1}{4}$ inches. Matures October 30. C.S.A. Certificate.

LETHA—Color reddish brown with convexed and reflexing petals; small foliage, strong stem and very productive. Plants 30 inches high. Flowers $1\frac{3}{8}$ inches in diameter mature October 25. C.S.A. Certificate.

ZOROKA—Yellow with tips of petals bronze showing a bright eye similar to ZORA. Growth strong with good stem; very productive. Diameter of flowers $1\frac{1}{4}$ inches; matures October 30.

CLAUDETTE—Yellow in color resembling Gold Mine maturing a little later, October 30. Perfect in form with stiff stem and small foliage. Flowers $1\frac{3}{8}$ inches in diameter.

Plants from $2\frac{1}{4}$ inch pots: \$0.60 each, \$5.50 per ten, \$50.00 per hundred.

Not less than 5 of a variety at ten; 25 at hundred rate.

INTRODUCTIONS OF 1934

GOLDEN FRINGE—In color is very bright yellow with strong upright stem and very productive. The edges of the petals are fimbriated, toothed or fringed. Attains a height of two feet from an early June planting and matures November 20. Diameter $\frac{7}{8}$ of an inch.

PATSY DOWD—In honor to the diminutive radio artist. This adds another to our long list of achievements, the first red baby pompon to be introduced. Bright and clear in color with splendid upright growth and strong stem. Over two feet in height when planted by the end of April. Flowers are one and one-eighth inches in diameter and mature November fifth.

Plants from $2\frac{1}{4}$ inch pots: \$0.40 each, \$3.50 per ten, \$30.00 per hundred.

Not less than 5 of a variety at ten; 25 at hundred rate.



ZOROKA



GALVA



LETHA



CLAUDETTE

The original small Chrysanthemum known as "Baby" and introduced in this country in 1905 was originally of Japanese origin. By careful selection and hand pollenization we have been able to secure a full range of colors in the white, pink, yellow and bronze, and in many instances these are of the same small compact form as the original. They are very useful for all arrangements where small flowers are adaptable.

INTRODUCTION OF 1933

THANKSGIVING GEM—Orange bronze in color with extremity of petals notched. A very productive baby pompon with strong, upright growth. Stem and foliage excellent. Height, three feet when planted early in June. In perfection for Thanksgiving. Diameter of flowers $1\frac{1}{4}$ inches.

Plants from $2\frac{1}{4}$ inch pots: \$0.30 each, \$2.50 per ten, \$20.00 per hundred.

Not less than 5 of a variety at ten; 25 at hundred rate.

STANDARD VARIETIES

The varieties fully described, herewith, are those which have been in greatest demand the past three years, hence we consider them the best of this section.

BONNIBEL—(Introduced by us, 1931). A very distinct pompon of orange buff color. As it is $1\frac{1}{4}$ inches in diameter, it must be included in the intermediate section. It is very free flowering and of dwarf growth, about $2\frac{1}{2}$ feet in height and matures about October 15.

CLARE—(Introduced by us, 1922). A very free flowering variety of the purest white. Possesses wonderful keeping qualities and, while it is ready to cut by November 15, it will retain its freshness to the end of the month. Height, two and one-half feet.

CHRISTMAS GOLD—Late flowering. Color very bright yellow. Produces flowers 1 inch in diameter and does not reach maturity until December. Height, three feet. Very productive.

DAINTY MAID—(Introduced by us 1922). The most perfect of all the baby pompons, both in form and fulness. Color, a pearly white. Height $2\frac{1}{2}$ feet. Matures November 1.

ETHEL—(Introduced by us 1923). A bright red baby pompon. Gorgeous in color and free flowering. Is also exceptionally fine when grown as a pot plant. Height $2\frac{1}{2}$ feet. Ready to cut October 25.

FRANK WILCOX JR.—(Introduced by us 1920). The same color as Frank Wilcox (Mrs. Beu), an orange bronze, but less than half its diameter. Same dwarf habit. Flowers the middle of November and later and as it has excellent keeping qualities it may be easily held for Thanksgiving use.

GOLD MINE—(Introduced by us, 1928). Very bright yellow, $1\frac{1}{4}$ inches in diameter and the true pompon type but of a high rounded form and too large to be included in the button section. Ready to cut October 25, 2 feet high.

LITTLE TOT—(Introduced by us, 1920). A pale rose pink of very pleasing shade. All the side breaks flower freely and simultaneously thus producing long, attractive sprays. Ready to cut the first week of November. Height, two feet.

LITTLE TRUANT—(Introduced by us, 1928). Owing to lateness, maturing in December, this name is applied. Bronze in color much the same as Billie Burke but smaller, not exceeding one inch. The latest of all the Baby or Button section.

MARGOT—(Introduced by us, 1925). The earliest white pompon, maturing October 8 and when grown in the open border may be had by the end of September. Intermediate between the large and button types, about $1\frac{1}{4}$ inches in diameter. Rather dwarf in growth and should be planted in June where long stemmed sprays are desired.

MARGUERITE CLARK—(Introduced by us, 1920). Rose pink. One inch in diameter. Very free flowering, making loose and graceful sprays. Three and one-half feet high. Matures November 5.

MARILYN—Orange tan in color a trifle darker than Bonnibel. Flowers $1\frac{1}{4}$ to $1\frac{1}{2}$ inches in diameter, hence belongs to the intermediate section. Free flowering and with good upright stem. Height, $3\frac{1}{2}$ feet. Matures October 22.

MARY PICKFORD—(Introduced by us, 1921). Of most perfect form. Outer petals reflex at maturity nearly to stem, forming a perfect ball. Pure white. One inch in diameter. Stiff stem. Medium height. Matures November 1.

NORINE—(Introduced by us, 1925). A seedling from Christmas Gold and the same shade of yellow but it is larger, $1\frac{1}{4}$ inches in diameter and matures earlier. November 20 to 25, just right for Thanksgiving use. Produces large sprays on strong stems. Two and one-half feet from June planting.

WEE DOT—(Introduced by us, 1928). Very small, averaging less than three-quarters inch in diameter. Bright bronze in color, maturing October 25. Of exceptionally dwarf growth and very free flowering, this being well adapted to pot culture.

Plants from $2\frac{1}{4}$ inch pots: \$0.15 each, \$1.00 per ten, \$7.50 per hundred.

Not less than 5 of a variety at ten; 25 at hundred rate.

INTERMEDIATE SECTION

This section comprises the great majority of pompons and according to the Chrysanthemum Society rulings they should exceed one inch and not more than three inches in diameter.

INTRODUCTIONS FOR 1935

GOLDEN SPLENDOR—Flowers large and bright yellow on stiff, upright stems; good foliage and wonderfully productive. Height $2\frac{1}{2}$ feet; diameter of flowers $2\frac{1}{4}$ inches; matures November 6. C. S. A. Certificate.

HIGH LIGHTS—Possesses a wonderful combination of colors. The upper surface of the petals when fully developed is white while the petals half matured are orange salmon and the undeveloped center is mahogany. Strong upright growth; productive. Height 5 feet; develops flowers November 3; diameter of flowers $1\frac{7}{8}$ inches. C.S.A. Certificate.

MRS. N. G. MOORE—A pure white sport from Olivia maturing December 1 to 10. Plants 3 feet in height; flowers $2\frac{1}{8}$ inches in diameter.

YELLOW SILVER STAR—A sport variety from Silver Star, a shade darker than Yellow Yuletide. Height 3 feet; in season November 30 to December 10. Diameter of flowers $2\frac{1}{4}$ inches.

Plants from $2\frac{1}{4}$ inch pots: \$0.60 each, \$5.50 per ten, \$50.00 per hundred.

Not less than 5 of a variety at ten; 25 at hundred rate.

INTRODUCTIONS OF 1934

BRISTOLITE—Flowers of very perfect form, rich orange in color. The strong upright growth produces 3 to 4 flowers. Height $3\frac{1}{2}$ feet. Matures November 20 and later.

GOLDEN GIMP—A bright yellow with a very slight apricot tint on the reverse edges giving a golden metallic appearance. True pompon type of extraordinary substance, very free flowering, strong upright growth. Planted the last of May it will reach thirty inches in height and mature November fifth. Diameter of flowers one and three-quarters inches.

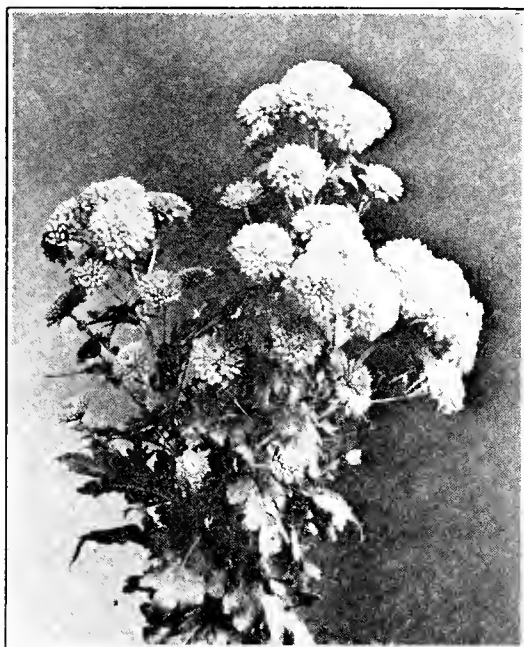
JOAN WELLS—A sport from Pink Dot in which the pink center is supplemented by bronze and as the flower develops it becomes straw color instead of pink. Flowers November 20.

ONARGO—A light bronze in color with cupping petals showing some of the golden reverse; very double and unsurpassed in substance. Wonderful strong upright growth, dark foliage and produces a large and loosely arranged spray. Three feet in height when planted end of May. Flowers develop November first and are one and three-quarters inches in diameter.

YELLOW NEW YORK—Flowers spherical, perfect pompon type, bright yellow sport from New York. Flowers November 5.

Plants from $2\frac{1}{4}$ inch pots: \$0.40 each, \$3.50 per ten, \$30.00 per hundred.

Not less than 5 of a variety at ten; 25 at hundred rate.



GOLDEN SPLENDOR



YELLOW SILVER STAR



MRS. N. G. MOORE



HIGH LIGHTS

The increased demand for pompons is due to the fact that they are useful for many purposes. The early varieties may be planted out and treated as early hardies, flowering in October. They may also be grown as pot plants and as most of them are dwarf they require very little pinching to make dwarf symmetrical plants. In addition to this there is a vast quantity used for all kinds of floral arrangements.

INTRODUCTIONS OF 1933

ARDITH—Light pink when first developed, gradually changing to white. Very double possessing firm texture. Produces large spreading sprays with strong stem. Flowers $1\frac{3}{4}$ inches in diameter. Height, 4 feet when planted the middle of June. Ready to cut November 15.

BRONZE ERMALINDA—Identical with Ermalinda except color, which is a dark bronze. High rounded flower with long, upright stem. Scored 87 points.

JOAN—Color, bronzy orange; edge of petals slightly concaved, showing the golden reverse. Is very productive and makes well formed sprays. Height, 4 feet when planted early in June. Flowers, $2\frac{1}{4}$ inches in diameter. Ready to cut November 20.

MODENA—Upright growth with stiff, wiry stem. Color, yellow, somewhat brighter than Yellow Bird. Matures November 30 from June 15 planting. Height, $3\frac{1}{2}$ feet. Diameter of flowers, 2 inches.

ROYAL QUEEN—Strong, upright growth; attains 3 feet in height; has strong stem and ample foliage. True pompon form, $2\frac{1}{4}$ inches in diameter and fully developed November 25. A very fine white for Thanksgiving.

SARDA—A deep pink sport from Pink Dot, a very even and pleasing shade and shows the contrasting eye of the parent. Height, $3\frac{1}{2}$ feet when planted in early June. Ready to cut October 25. Flowers 2 inches in diameter.

TONQUIN—As this variety does not mature until December it is certain to become popular. It is a rose color, intermediate between Olivia and Pagosa. Very productive, strong stem. Height, 3 feet. Matures December 10. We consider this the best late pompon of its color.

Plants from $2\frac{1}{4}$ inch pots: 30c each, \$2.50 per ten, \$20.00 per hundred.

Not less than 5 of a variety at ten; 25 at hundred rate.

STANDARD VARIETIES

The varieties fully described, herewith, are those which have been in greatest demand the past three years, hence we consider them the best of this section.

AGATHA—(Introduced by us, 1931). A lemon yellow pompon with a slight tint of red at the center of undeveloped flowers. Diameter of flowers $1\frac{1}{2}$ to $1\frac{3}{4}$ inches; a strong grower and very productive. Height, about 3 feet and matures about November 5.

ARLYN—The outer petals show a slight bronzy cast while the center of the flower is a deep yellow approaching orange. Produces fine upright sprays; is very productive and one of the best late pompons. Flowers 2 inches in diameter. Height, 3 feet. Matures November 15.

BRONZE USONA—This new sport has the general habit and flowering period of the parent. It is several shades darker than the upper surface of the petals of Frank Wilcox or might be termed a bronzy orange. It is several shades darker than November Bronze; about the shade of the upper surface of the petals of Legal Tender, possibly a shade lighter and has not the yellow reverse. It is more a self-colored pompon. We heartily recommend this variety to those desiring an orange bronze to be in perfection for Thanksgiving and later.

CLARET—Of distinct color similar to dark claret or wine. True pompon type, intermediate section, 2 inches in diameter. Height, three and one-half feet.

CLORINDA—(Introduced by us, 1910). Produces erect sprays of an even shade of bronze. Semi-dwarf. Flowers 2 inches in diameter. A good variety for Thanksgiving.

COPPER CITY—A bronze or copper colored sport from Louise Davenport flowering end of November; productive, good stem. Matures November 5 to 10.

CORA PECK BUHL—(Introduced by us, 1923). Very popular owing to its intense shade of yellow. For comparison is brighter than Sunglow of the large flowering section. Flowers $1\frac{1}{2}$ inches in diameter. Height, $3\frac{1}{4}$ feet. Ready to cut October 25.

CORDOVA—(Introduced by us, 1930). A large very free flowering white pompon coming into perfection after November 20 just right for Thanksgiving. Diameter of flowers $2\frac{1}{2}$ inches. Strong upright stem and medium height.

FRANK WILCOX—(Syn. Mrs. Beu and Souv. d'Or). Golden bronze of special merit for those desiring late pompons. Flowers 3 inches in diameter mature November 25. Height, $3\frac{1}{2}$ feet. Still popular with many.

GINZA—(Introduced by us, 1930). Flowers are of two colors, yellow and red; similar to Zora in form but with strong, upright stem. Very free flowering, producing flowers $1\frac{1}{2}$ inches in diameter. Matures October 30. Height, 4 feet.

GOLD COIN—(Introduced by us, 1926). A large flowering pompon. When grown to sprays is $2\frac{1}{2}$ inches in diameter and $3\frac{1}{2}$ when disbudded. A very bright yellow and exceedingly productive. Matures December 1 and later. Height, $3\frac{1}{2}$ feet.

IRENE—(Introduced by us, 1923). A true pompon type, 1 to $1\frac{1}{4}$ inches in diameter. Color, pure white. Upright, wiry stems. Height, 3 feet. Matures with Uvalda, October 18 to 20.

JEWELL—A good pompon for either outdoor planting or for growing under glass. Color, rather bright pink. Blooms about October 15. Good keeping qualities.

LEGAL TENDER—In color is a combination of bronze and gold which is most attractive. Belongs to the intermediate section. A strong grower and of medium height. Flowering period November 20 and later.

LEILAH—(Introduced by us 1919). An early rose pink of exceptional merit. Cannot be too highly endorsed. Flowers 2 inches in diameter. Strong, sturdy growth. Height $2\frac{1}{2}$ feet. Ready to cut October 15.

MARCELLA—(Introduced by us, 1930). This somewhat resembles Denice which we sent out in 1929 as to size and period of flowering. Is light pink in color but has a little less of the violet cast than Denice and does not fade as quickly. A strong, upright grower. Produces wonderful sprays. Height, three feet. Matures November 15 and later.

MINONG—(Introduced by us 1926). First opening greenish white and becomes pure white when fully developed, about October 20 to 25. Exceedingly free flowering.

NEW YORK—Owing to its unique color (golden bronze) and nicely incurved form this variety is quite popular. Flowers $1\frac{1}{2}$ inches in diameter mature November 1. Height, 3 feet.

NOVEMBER BRONZE—The color of this variety is orange bronze which illuminates under artificial light and is attractive under any condition. Flowers $2\frac{1}{2}$ inches in diameter. Of vigorous growth. Height, 3 feet. Matures November 10.

PAGOSA—(Introduced by us, 1928). A late dark pink, in general character similar to Usona but darker pink, much the same shade as Thanksgiving Pink. Flowers $2\frac{1}{2}$ inches in diameter. Height, 3 feet. Not ready to cut until December 5. The latest pink pompon.

PINK DOT—An intermediate pompon belonging to the mid-season section. Color white with bright pink center. Flowers $1\frac{1}{2}$ inches in diameter. Height, 4 feet. Matures October 21. One of the best selling varieties on the market.

RODELL—(Introduced by us, 1925). An early yellow pompon to follow ZORA. Flowers $1\frac{1}{2}$ inches in diameter. Height, 3 feet. Matures October 20. Very serviceable for a second early yellow.

ROWENNA—(Introduced by us, 1924). A fine late pompon coming about ten days later than Clorinda. Color a medium shade of bronze. Flowers 2 inches in diameter. Strong growth. Height, $2\frac{1}{2}$ to 3 feet. Matures for Thanksgiving and later.

SILVER STAR—(Introduced by us 1931). A very late white usually flowering December 10 to 15. Petals concaved or dahlia like with remarkable substance. Flowers $2\frac{1}{4}$ inches in diameter.

USONA—(Introduced by us, 1927). A bright pink pompon, $2\frac{1}{2}$ inches in diameter, maturing November 20 to 25 just in time for Thanksgiving. Very productive with strong, upright growth. Height, $2\frac{1}{2}$ feet.

YELLOW YULETIDE—Valuable owing to its lateness. The same as Yuletide only the color is yellow. Identical in other respects.

YULETIDE—(Introduced by us 1923). The latest and best white pompon known at the present time. Color purest paper white. Flowers $2\frac{1}{2}$ inches in diameter mature November 20. Height 3 feet. Still very popular.

Plants from $2\frac{1}{4}$ inch pots: \$0.15 each, \$1.00 per ten, \$7.50 per hundred.

Not less than 5 of a variety at ten; 25 at hundred rate.

LARGE POMPONS SUITABLE FOR DISBUDDING

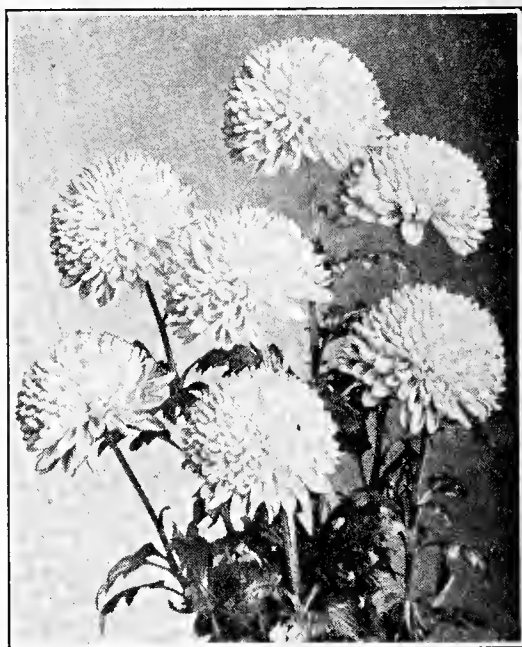
They are more serviceable when the plants are permitted to make several growths and then disbudded to produce one bloom each. This course gives perfectly formed flowers, as is shown by the illustration.

INTRODUCTIONS FOR 1935

IZALCO—A bright crimson with mauve reverse similar to Crimson Sheen but larger and develops later, about November 10. Height 3 feet. Flowers $4\frac{1}{2}$ inches in diameter. C.S.A. Certificate.



ROMOLA



MASAKA

MASAKA—A clear yellow a little lighter than Mrs. Kidder. Most perfect in form; stem strong and of erect growth. The earliest yellow of this type. Matures October 20. Height 3 feet. Flowers 4 inches in diameter. C. S. A. Certificate scoring 93 points.

ROMOLA—A very perfectly formed large pompon. Color a soft or light pink. Strong stem with excellent substance; height 3 feet. Diameter $3\frac{1}{2}$ inches; matures November 5.

Plants from $2\frac{1}{4}$ inch pots: \$0.60 each, \$5.50 per ten, \$50.00 per hundred.

Not less than 5 of a variety at ten; 25 at hundred rate.

INTRODUCTIONS OF 1934

AZORA—A light pink high rounded flower four and one-half inches in diameter. Strong upright growth with perfect foliage. Much admired by those partial to perfectly formed symmetrical flowers. Growth, five feet; matures October 25.

CRIMSON SHEEN—Purplish amaranth, darker than Purple King and exceedingly brilliant in color. Three and one-half to four feet in height, blooms four and one-half inches in diameter. Matures October 20.

FIRE BALL—Another of our achievements, the first bright crimson large or disbudded pompon. Possesses wonderful dark glossy foliage which extends up to the bloom and the stem is exceedingly rigid. Attains a height of four feet from late April planting. Ready to cut November second. Diameter of flowers, three and one-half inches. Will also make an excellent dwarf pot plant.

THYRA—Of the most perfect form, full to the center. Color is dark pink, has excellent stem and foliage. Growth about five feet when planted end of April. Flowers mature November first and are three and one-half inches in diameter.

Plants from 2¼ inch pots: \$0.40 each, \$3.50 per ten, \$30.00 per hundred.

Not less than 5 of a variety at ten; 25 at hundred rate.

INTRODUCTIONS OF 1933

BALANDUS—A light pink with cream reverse, somewhat darker in color than Lillian Doty. Incurved and Globular in form; strong in growth. Height, 4½ feet when planted early in June. Diameter of flower 3½ inches. Ready to cut October 25.

CAZLONIA—Very symmetrical in form—a perfect ball. Color, rose pink with a mauve reverse. Strong, upright growth. Height, 3 feet when planted early in June. Flowers 3 inches in diameter.

Plants from 2¼ inch pots: 30c each, \$2.50 per ten, \$20.00 per hundred.

Not less than 5 of a variety at ten; 25 at hundred rate.

STANDARD VARIETIES

ADELPHIA—(Introduced by us 1922). Color white; of perfect ball shaped form and greatest substance with good strong stem. Flowers 3 inches in diameter mature November 1. Height 3 feet.

ANGELO—(Introduced by us, 1920). Light pink, more decided and pleasing in color than Lillian Doty. When grown for pot plants, should be potted the middle of June and stopped twice. This produces plants not to exceed 16 inches in height with six to twelve perfect blooms to the plant. Surpasses any of the Caprice family for this purpose. Matures October 25.

BALL OF GOLD—(Introduced by us, 1928). Very perfect in form, 2½ to 3 inches in diameter, with stiff, upright stem. Color, bright yellow, maturing November 20 and later.

GOLD COIN—Suitable for disbudding. For description see page 19.

IRENE RICH—We believe this variety is superior to Lillian Doty which when mature presents several shades of pink and often approaches white. This variety is a strong enough shade of pink to be permanent. The upper surface of the petals is a violet pink and the reverse lighter. Height, 4 feet. Flowers 3½ inches in diameter mature November 1.

LILLIAN DOTY—Flowers, 3 inches in diameter, are beautiful shell pink in color. Strong upright growth. Matures October 25. Height, 3½ feet.

MUSKOKA—(Introduced by us 1921). While rather large, this variety is best grown as a disbudded pompon. Color golden bronze. Upright growth. Height 3½ feet. Matures November 10.

SILVER BALL—(Introduced by us, 1928). Very pure white and exceedingly perfect in form. Flowers 3 inches in diameter. It is much earlier than White Doty, being fully matured by October 12. Height, 4 feet.

UNALGA—(Introduced by us, 1925). An intense yellow, even brighter than Christmas Gold. Three and one-quarter inches when disbudded. Matures November 25 and later. Upright growth with rigid stem, two and one-half feet high.

We wish to secure the following issues of our catalog: 1926, 1927, 1928, 1929, 1930, 1931, 1932 and 1933. Will be pleased to receive any of the above issues.

WHITE DOTY—Pure white sport from Lillian Doty. Identical in every respect except color.

YELLOW MUSKOKA—(Introduced by us, 1931). A yellow sport from the well known variety, Muskoka, and is identical in every respect with this variety except color which is about the same as Clara B. Ford with a slight tinge of bronze at the base of the petals.

Plants from $2\frac{1}{4}$ inch pots: \$0.15 each, \$1.00 per ten, \$7.50 per hundred.

Not less than 5 of a variety at ten; 25 at hundred rate.

SINGLE SECTION INTRODUCTION FOR 1935

RADIANT—A promising new bright red of exceptional brilliancy. From University of Illinois. Diameter of flowers 3 inches. Matures November 5 to 10.

Plants from $2\frac{1}{4}$ inch pots: \$0.60 each, \$5.50 per ten, \$50.00 per hundred.

Not less than 5 of a variety at ten; 25 at hundred rate.

STANDARD VARIETIES

ABSOLUTE—Described as a crimson but with us is a light bronze. Has wonderful substance and no doubt is a very good single for this color. Matures November 10.

ANNA—(Introduced by us, 1909). Pure white. Belongs to the true single section, having but one row of petals. Fine for pot plants or for growing in cascade form.

CRIMSON CONQUEST—Crimson as the name implies. Most serviceable when grown to sprays. Strong grower. Diameter of flowers $3\frac{1}{2}$ inches. Blooms November 10.

GOLDEN GLEAM—Very striking in appearance. Yellow shading to orange. Originated at University of Illinois. Diameter of flowers $2\frac{1}{2}$ inches. Matures November 20.

GOLDEN MENSA—Doubtless the best single yellow for general purposes. Matures November 1.

GOLDEN ORIOLE—(Introduced by us, 1925). The earliest single yellow, maturing October 10. Flowers, $2\frac{1}{2}$ inches in diameter. Color, light yellow. A vigorous grower producing abundance of long stemmed graceful sprays. Those desiring early singles should give this variety a trial.

GRETCHEN PIPER—A very nice yellow of striking beauty due to its graceful appearance. Flowers 4 inches in diameter. Matures November 5.

IDA SCIFF—Color amber bronze; strong upright growth. Best grown to sprays. Diameter of flowers 4 inches. Ready to cut November 5.

JEAN—(Introduced by us, 1926). A companion for the two foregoing, pure white, $7\frac{1}{2}$ inches in diameter. Height, medium. Matures November 1.

JEAN HART—A yellow sport from Anna. Identical in every way except color.

LAONA—(Introduced by us, 1926). A large single, 9 inches in diameter and a beautiful shade of rose pink somewhat resembling the color of Mildred Presby, 4 feet high, terminal bud maturing November 5.

MABEL SEYMOUR—Pure white of large size. Diameter of flowers $4\frac{1}{2}$ inches. Robust in growth. Matures November 5.

MELBA—This variety is admirably adapted to pot culture either as a small dwarf plant or a large specimen, depending on the time of propagation and culture. The color is an orange bronze with a distinct circle of yellow at the base of the petals and surrounding the green disc. The flowers when grown in sprays are about 4 inches in diameter.

MENSA—One of the largest single whites. Produces freely on long, stiff stems. Matures November 1.

MINNESOTA—A very striking blood red. Two and one-half inches in diameter. Long, slender stem. Best red for general use.

MISS GLADYS—A terra cotta or bronze sport from Mrs. E. D. Godfrey. Possesses all of the good characteristics of its parent.

MRS. E. D. GODFREY—Very strong grower. Light pink. Excellent as a late single. Matures November 20.

MRS. HERBERT HOOVER—Another sport from Mrs. E. D. Godfrey. From U. S. Department of Agriculture. In color is similar to Miss Gladys but slightly darker. Diameter of flowers 3 inches. Ready to cut November 5.

RED ROVER—A fine crimson with reverse of petals golden the same as the center of the flowers. Fully developed November 5. Flowers 5 inches in diameter.

YELLOW MRS. GODFREY—A yellow sport from the popular late pink Mrs. E. D. Godfrey.

Plants from 2¼ inch pots: \$0.15 each, \$1.00 per ten, \$7.50 per hundred.

Not less than 5 of a variety at ten; 25 at hundred rate.

New Anemones for 1935

The anemone flowers consist of one or more rows of flat or tubular ray florets with shorter quilled or tubular disc florets of the same or a distinct color and may be grown either disbudded or in sprays according to their adaptability. This type is becoming more popular year by year as they justly deserve. This is especially true with those of repute as artists in floral arrangements.

The large flowering anemone types are usually pinched when small, permitting four to six growths to continue until buds are formed. Then the plants are disbudded to one flower to the growth making more serviceable flowers for the arrangement of baskets and other floral designs. The recent introductions are marvelous for their beauty and surpass the older varieties in size. These should be given full consideration by those who are looking for something artistic and unusual.

ALOYSIA—Color of guard petals bright yellow with slight red shadings on the reverse side. Diameter of flowers 5½ inches. The cushion is darker yellow approaching orange and is 3 inches in diameter. Height of plant 3 feet. C.S.A. Certificate.

ADMIRATION—Dark cattleya or orchid in color with lighter reverse which is quite apparent owing to its several rows of outer irregularly incurving petals. Diameter of flower 6 inches; matures October 28. Cushion 3 inches in diameter, orange predominating. Plants 3 feet in height.

BIRDINE—Guard petals semi incurving, light orchid in color, flowers 6 inches in diameter. Cushion pinkish yellow, 3 inches in diameter, very full and prominent. Matures October 28; plants attain a height of 3 feet. C. S. A. Certificate.

CALYPSO—Flowers flat, color orange with a slight suffusion of pink. Extreme diameter of flowers 6 inches; cushion bronzy orange and 3 inches in diameter. Flowering date October 28. Height of plant 3 feet.

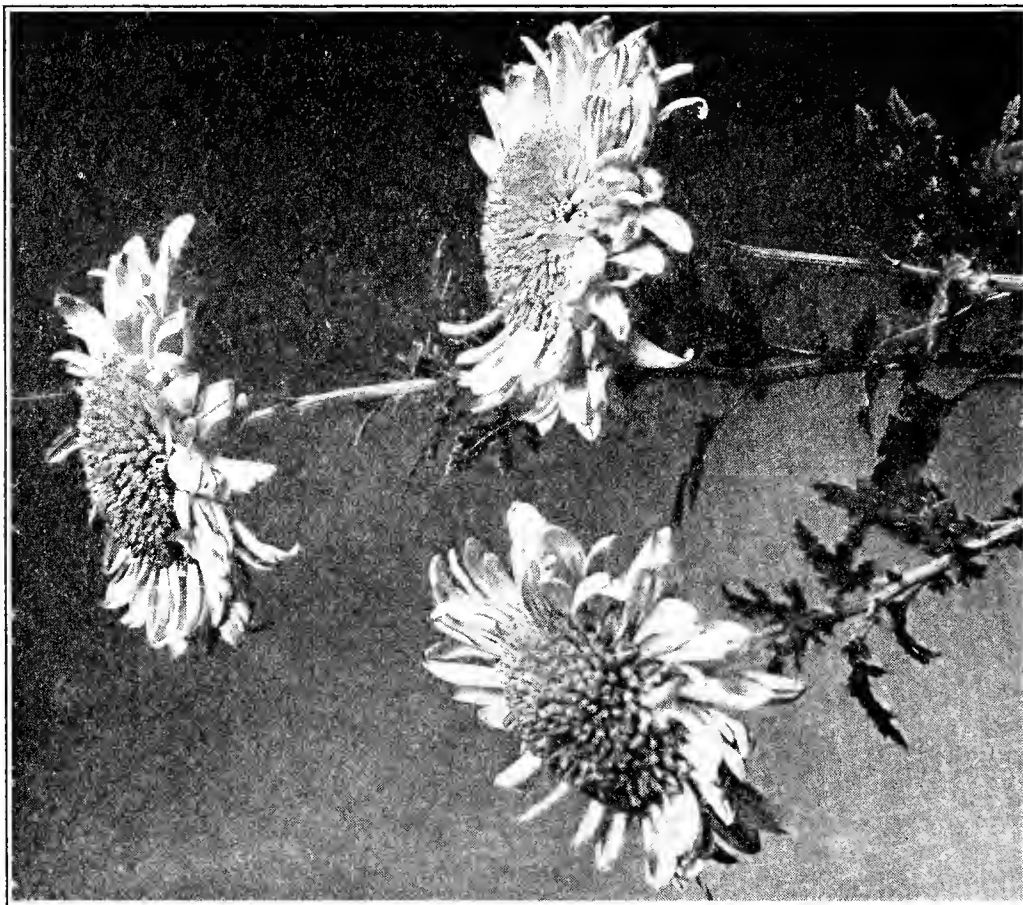
CRUSADER—A large flowered anemone with high rounded cushion. Color yellow with tips of florets light maroon; ray petals same color. Diameter of flower 3½ inches. Matures November 10 to 15. From University of Illinois.

PURPLE QUEEN—A pompon anemone producing flowers 2½ inches in diameter. Color purplish amaranth. Matures November 10. A University of Illinois seedling.

WHITE NORMA—A white sport from the popular anemone variety, Norma. Identical in all respects except color. Matures November 1 and later.

Plants from 2¼ inch pots: \$0.60 each, \$5.50 per ten, \$50.00 per hundred.

Not less than 5 of a variety at ten; 25 at hundred rate.



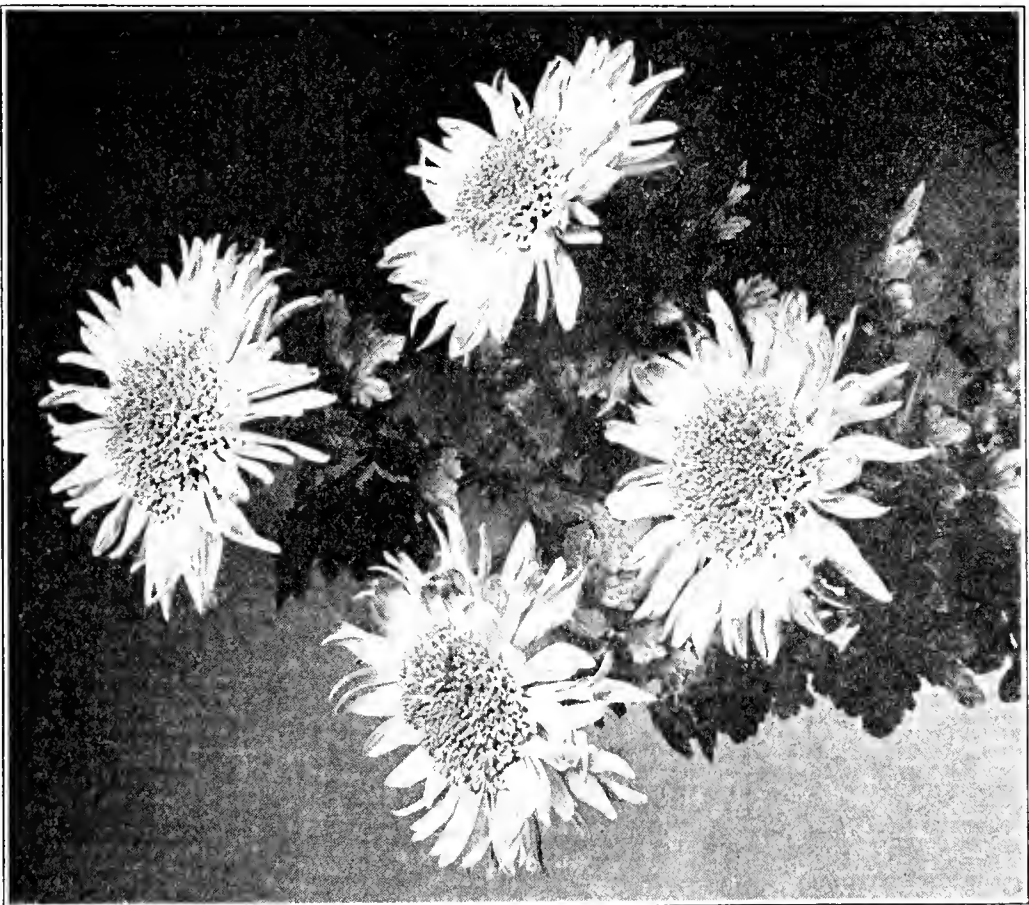
ALOYSA



ADMIRATION



CALYPSO



BIRDINE

INTRODUCTIONS OF 1934

BRONZE VOLUNTEER—A golden sport from Volunteer with a perfect cushion of a bronzy cast. Like its parent is free flowering and has an excellent stem. Matures November 15.

ROLINDA—Color reddish bronze; form flat like Norma. Best when disbudded. Diameter of flowers 4 inches. Matures November 5.

SMITH'S INNOCENCE—The outer or guard florets consist of four rows which reflex slightly and are of the purest glistening white. The cushion is full and somewhat convexed and creamy white. Height, five feet. Matures November fifth; flowers, six inches in diameter.

TOPKNOT—The center or cushion is creamy white, one and one-half inches in diameter, and rises nearly perpendicular one inch forming a ball or knob, hence the name. The ray or outer petals consist of a single row, rosy pink in color. Very unique both in the combination of color and contour of flower. Height of plant five feet; flowers mature November fifth and are six inches in diameter.

Plants from 2¼ inch pots: \$0.40 each, \$3.50 per ten, \$30.00 per hundred.
Not less than 5 of a variety at ten; 25 at hundred rate.

INTRODUCTIONS OF 1933

CRIMSON GLOW—Color, crimson maroon. Has excellent stem and foliage and attains a height of four feet. Matures November 25. Diameter four inches.

DARK PINK NORMA—Identical with Norma but darker in color which is dark amaranth pink. Both ray florets and cushion are much the same shade.

MARITZA—This anemone flowered variety has a very full, highly rounded cushion which is a very bright yellow approaching the color of Friendly Rival. The outer or guard petals are several shades lighter and are semi-incurving. Height, 4 feet. Diameter of flowers, 5½ inches. Matures for Thanksgiving.

THE TITAN—A new anemone with two rows of crimson ray florets. The cushion is bronzy red and slightly golden at the tips. About four feet in height, with good stem and foliage. Matures November fifth. Diameter of flowers five inches.

WHITE BERNEITA—A white sport from the popular variety Berneita. Possesses the same ideal form and other characteristics essential to types most suitable for consignment. This variety is of moderate dwarf growth and matures October 25.

Plants from 2¼ inch pots: \$0.30 each, \$2.50 per ten, \$20.00 per hundred.
Not less than 5 of a variety at ten; 25 at hundred rate.

STANDARD VARIETIES

This section is comprised of those which are usually considered best when disbudded. The plants are allowed to make several growths and are then disbudded to one flower.

ADENLAIR—(Introduced by us 1927). The predominating color is shell pink with a creamy cast at the center of cushion. Blooms 5 inches in diameter with 4 inch cushion. Select bud September 10. Height 3 feet. Matures November 15 to 20.

BEAUTIFUL LADY—A very striking anemone flowered variety with exceedingly prominent cushion contrasting with the ray florets which are a bright shade of pink and the cushion is creamy white. Flowers are 5 inches in diameter with a 3 inch cushion. Rather dwarf in growth and should be planted in May. Height, 3½ feet. Fully matured November 20.

BERNEITA—(Introduced by us 1925). Ray florets shell pink with a white cushion 2½ inches in diameter. Matures October 25. Dwarf grower; admirably adapted to pot culture. Should be disbudded.

ESTRELITA—(Introduced by us, 1930). A good bronzy orange anemone for general use. Has a full regular formed cushion and several rows of outer ray florets. Strong growth and upright stem. Flowers 5 inches in diameter. Mature about November 15. Three and one-half feet in height. Should be disbudded.

GOLDEN STATE—(Introduced by us, 1926). A self-colored yellow about the same as Florera but is larger and has longer florets. Flowers 6 inches in diameter with $4\frac{1}{4}$ inch cushion. Matures November 1. Height, $4\frac{1}{2}$ feet.

LA NONA—A large flowered anemone with outer petals rosy amaranth; reverse and cushion buff. Flower 7 inches in diameter with a 4 inch cushion. Height, 4 feet. Matures November 10.

MARIETTA—(Introduced by us, 1929). A very artistic anemone variety. Color, soft pink throughout with very full cushion. A beauty for floral arrangements. Diameter of flowers 5 to 6 inches when grown four or five flowers to the plant. Height, $3\frac{1}{2}$ feet. Ready to cut October 20.

NORMA—This variety is somewhat difficult to describe and make its color apparent owing to its variability. From the early buds the guard petals are nearly white with a yellow cushion. From the later buds the guard petals are tinted with pink and the cushion assumes a rosy bronze hue making a very conspicuous flower. Abundance of air intensifies the color. The flower has three or four rows of guard petals and a very nice full cushion. It is a strong and rather tall grower. We prefer the late or terminal bud which matures November 20 and later.

PINK SUPREME—(Introduced by us, 1930). One of the very latest anemone flowered varieties. Color is delicate shell pink. Has prominent regular cushion with several rows of ray florets which enhance the shipping qualities. Attains a height of about four feet. Should be disbudded to produce flowers $5\frac{1}{2}$ inches in diameter. Matures November 25.

ROSE ROYAL—(Introduced by us, 1926). Another fine anemone and rather distinct in color, being a violet rose throughout. Flowers 4 inches in diameter. Height, 4 feet. Matures November 15; disbud.

STOPLIGHT—(Introduced by us, 1929). A very striking new anemone flower, crimson terra cotta ray petals with a low bright yellow cushion. The contrasting colors instantly promote admiration. Should be disbudded. Height, $4\frac{1}{2}$ feet. Matures November 1.

SUZANNE MILLER—A sport from Norma and identical in every respect except color. This, like the original, varies somewhat in color according to the culture and bud selected. From the later buds, which are preferable, the guard petals are yellow with shadings of pinkish bronze and the cushion or center florets are orange and are also tinted with bronze or pink. Fully developed November 20. Tall. Matures November 20.

TUSCOBA—(Introduced by us, 1926). Ray florets are an Indian red and yellow at the edges. Flowers $5\frac{3}{4}$ inches in diameter with a yellow cushion $3\frac{1}{4}$ inches. Very distinct. Height, 4 feet. Matures November 5.

The following belong to the pompon anemone section, having small flowers, and are most serviceable when grown naturally to sprays.

EUGENE LANGAULET—A bright yellow, very productive and rather late flowering. Often in fine condition for Thanksgiving.

GARZA SUPREME—This variety differs from the original Garza by having flat or strap shaped petals instead of tubular. Color, white. Very late flowering.

GODFREY'S PERFECTION—A pure white variety. More productive than any of the pompons or anemones. Blooms, $2\frac{1}{2}$ to 3 inches in diameter, having four or five rows of florets. A good shipper. Makes excellent pot plants. Dwarf. Matures for Thanksgiving.

GOLDEN LIDA THOMAS—A golden sport from Lida Thomas. We consider this the best for Florists' use as it is good in every way. Matures just right for Thanksgiving.

LIDA THOMAS—Small flower, two rows of flat petals, center delicate yellow. Late.

YELLOW GARZA SUPREME—A light yellow sport from Garza Supreme and is identical with that variety in every respect except color. This variety matures very late in the season. May be had as late as Christmas and after.

Plants from 2¼ inch pots: \$0.15 each, \$1.00 per ten, \$7.50 per hundred.

Not less than 5 of a variety at ten; 25 at hundred rate.

Large Flowering Varieties for Pot Culture

Under this heading we have selected varieties that are naturally dwarf in growth believing that they are better adapted for plants for general use. There is considerable diversity of opinion as to whether the small or pompon type or the large flowering ones are most suitable for this purpose and in greatest demand. If allowed to flower naturally they will afford the greatest display of color but if large flowers are desired they may be restricted to three, four or five growths and then disbudded. To keep the plants dwarf it is essential that they be pinched many times during a season and this operation repeated until a few weeks prior to bud formation. It is impossible to give the exact date for pinching but the flowering period should be the guide.

STANDARD VARIETIES

ANGELO—For description and prices see Page 21.

BENOIT—(Introduced by us, 1926). A beautiful cerise pink, 15 inches high from the pots. Flowers 2½ inches in diameter. Matures October 20 to 25. Best when disbudded.

BLOODSTONE—(Introduced by us, 1930). A light red or a color approaching scarlet which does not fade as rapidly as many varieties of this shade. Habit of the plants dwarf. Flowers 4½ inches in diameter are in perfection about November 10.

BRIGHT LIGHT—(Introduced by us, 1931). This variety produces a reflexed, bright yellow flower about 5 inches in diameter. As it matures about November 20 it will be very serviceable for Thanksgiving trade. Height 18 inches.

BRONZE PRINCE—(Introduced by us, 1930). A very desirable dwarf bronze for pot plants somewhat similar to Greystone in color. Fully developed by November 1. Flowers 3½ inches in diameter.

BUTLER'S CAPRICE—Sport of Caprice du Printemps. Deep pink. Dwarf. Matures October 25.

FLORADORA—(Introduced by us, 1928). An anemone with very large full orange cushion with light bronze ray florets. Dwarf and excellent for pot culture. Flowers 3 inches in diameter. Matures November 1.

GRACELAND—(Introduced by us, 1928). A white anemone with a full cream colored disc. Flowers when disbudded are 3½ inches in diameter. Mature November 1.

GREYSTONE—This variety is highly recommended as one of the best specimen plants. Color beautiful golden orange. Dwarf. Flowers 3 inches in diameter. Matures November 10.

KATHLEEN THOMPSON—A fine crimson.

LILAC CAPRICE—Deep lilac. Dwarf. Matures October 25.

LUTEUS—A bright yellow incurved, very free flowering. Matures November 15.

MARGO—(Introduced by us, 1931). This anemone flower has pinkish violet outer or guard petals with a high rounded yellow cushion. The contrast in color gives a very pleasing effect. Diameter of flower 3½ inches. As this variety is of dwarf growth it is admirably adapted to pot culture. Bench grown plants, 3 feet high. Matures November 5.

NOKOMIS—(Introduced by us, 1925). A new color in the anemone flowered section. Ray florets bright amaranth (same as Purple King) and a low white cushion. Is best when disbudded. Excellent when grown as a pot plant. Dwarf. Matures November 10.

ONETA—A pure white reflexed with blooms 4 inches in diameter. Very free flowering. Height, 1½ feet. Matures November 25.

PIGMY—Superior to the Caprice varieties as a pot plant. High, rounded flowers like the disbudded pompons. About 3 inches in diameter. Color, light pink. Exceptionally dwarf, attaining only 10 to 12 inches when potted in June. Matures about November 10.

PURPLE CAPRICE—Purple. Dwarf.

RED LIGHT—This is the best crimson for dwarf pot plants that we have yet produced. The flowers are of reflexed form; dwarf upright growth with good stem. A little lighter in color than Garnet King, occasionally the reverse side of the petals shows the old gold. Matures November 10.

SAVANTA—(Introduced by us, 1931). A dwarf incurved white showing a slight pink tint in early development, producing flowers 3½ inches in diameter and attaining 18 inches in height. The best of its color for this purpose. Matures November 1.

SMITH'S BRILLIANT—(Introduced by us, 1927). In normal seasons this red matures by October 25; produces flowers 5 inches in diameter. Is the best early red we know of. The reflexed form presents a uniform color throughout. Those desiring a Harvard color for early football games should give this new variety a trial. Height, three to three and one-half feet. Select bud September 1. Excellent stem and foliage.

SMITH'S PURITY—(Introduced by us, 1928). Both ray and disc florets are pure white and exceptionally so when fully developed. When disbudded will produce four to six flowers four inches in diameter with full rounded three inch cushion. May also be grown matured to sprays to advantage. Owing to dwarf growth should be planted early. Matures November 5 to 10.

W. H. LINCOLN—An old variety but still sought by some for specimen and late market plants. Yellow.

WHITE CAPRICE—White. Dwarf.

YELLOW CAPRICE—Clear yellow. Dwarf.

Plants from 2¼ inch pots: \$0.15 each, \$1.00 per ten, \$7.50 per hundred.

Not less than 5 of a variety at ten; 25 at hundred rate.

RETROSPECT—Scanning our forty-five years of endeavor devoted to promoting the chrysanthemum, brings memories of the happenings of the past. Some of these are shrouded with disappointment while others bring very pleasant savor to the mental taste. In considering the factors which were the cause of failures or those which brought success, it is apparent that our reward is to a large degree modified by our own efforts. Energy, good judgment and persistency will overcome many obstacles. The cultural requirements of the chrysanthemum are not far different from most plants. It is those who can and are willing to look after the little details, who usually reap a reward. Most of us are aware that sunlight, water, air and plant food are the four principal elements necessary for healthy and vigorous development; which are somewhat modified by temperature and humidity. If this is true our degree of success is measured by our ability to utilize these four essentials. It is indeed difficult to impart such knowledge in a form fully tangible to others. It is only by experience that we become masters of such problems. Our Chrysanthemum Manual was issued to assist those who desire such information. Undoubtedly it does not set forth every detail but we believe it is the best published at the present time.

EARLY HARDY OR GARDEN VARIETIES

The general public have shown an increasing interest in this class during the past season. We have endeavored to give the height and flowering period as well as a description of color of each variety, which we believe will be appreciated by those interested. It will, at least, afford them an opportunity to arrange their plantings so as to show to best advantage.

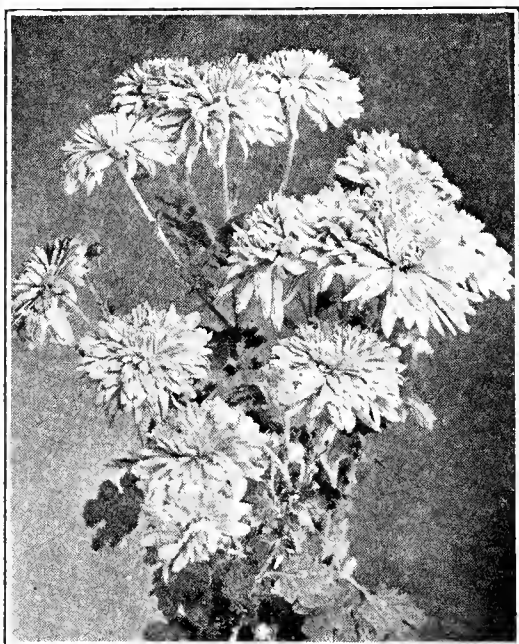
The hardy varieties may be planted in the vegetable garden in the spring, given good culture, the centers repeatedly pinched out as directed under ROCK GARDEN PLANTS on page 33 and when in bloom may be lifted and replanted in any position on the lawn. They may also be put into vases or window boxes in separate or mixed colors as desired.



HALDONA



SARANAC



OCTORARO



CRIMSON GLORY

INTRODUCTIONS FOR 1935

CRIMSON GLORY—Very bright crimson surpassing all early pompons of this color. Matures October 5. Excellent stem and foliage; height 16 inches; flowers $2\frac{1}{4}$ to $2\frac{1}{2}$ inches in diameter. This is also an exceptionally fine variety to grow under glass maturing October 10. Will displace Firebird as an early red pompon.

HALDONA—A wonderful apricot colored garden variety; much the same as Glomero but of decorative type and larger flowers, $2\frac{3}{4}$ inches in diameter. Matures October 8; height 22 inches. A decidedly new color in this type.

OCTARARO—A beautiful rose pink similar to Rosy Gem with a little less of the violet cast. The very best of this color. Flowers $2\frac{1}{2}$ to 3 inches in diameter with reflexing petals; true decorative type. Stiff upright stem; height 26 inches. Matures October 10.

SARANAC—Bright yellow, darker than Wolverine and very free flowering; good stem and foliage. Height 18 inches; matures October 5. Produces 3 inch blooms.

Plants from $2\frac{1}{4}$ inch pots: \$0.60 each, \$5.50 per ten, \$50.00 per hundred.
Not less than 5 of a variety at ten; 25 at hundred rate.

INTRODUCTIONS OF 1934

BRILLIANCY—An early single flowered variety of unusual brilliancy. The color is bright red with a halo or circle of yellow around the disc. Strong upright growth 18 inches high. In perfection October first, flowers two and three-quarter inches in diameter.

DAZIRA—Chrysanthemum coreanum with us is exceedingly hardy but is inclined to produce blind growth with very few or no flowers. This Korean hybrid is very free flowering. A small cutting will make a plant with a spread of thirty inches and twenty inches in height completely covered with single flowers two and one-quarter inches in diameter. When first opening the flowers are a delicate pink but eventually turn to white. In season October tenth.

ELENA—When first opening the color is bright bronzy red which gradually changes to light bronzy brown with a slight suggestion of yellowish pink. Petals slightly convexed. Very profuse flowering and dwarf growth, twenty inches in height. Two and one-half inches in diameter maturing September 30.

FLASH LIGHT—A bright glowing crimson, the first bright red to be included in the early hardy or garden section. Petals convex or roll outward. Matures September 30 with flowers three and one-quarter inches in diameter.

NATOMA—A very fine bright pink, brighter than Eden. Decorative type and very productive. Blooms two and one-half inches in diameter mature October tenth. Height of plant about two feet.

ROSZIKA—Disseminated as Pink Lady. A medium shade of pink, darker in color than Murillo. Matures about September 20. Growth dwarf, 18 inches. Flowers $2\frac{1}{4}$ inches in diameter.

SUNKIST—Bright orange darker than Glomero, exceedingly free flowering. Dwarf in growth, about 18 inches in height. This variety really belongs to the intermediate pompon section as the flowers are only one and three-quarter inches in diameter; matures September 25.

Plants from $2\frac{1}{4}$ inch pots: \$0.40 each, \$3.50 per ten, \$30.00 per hundred.
Not less than 5 of a variety at ten; 25 at hundred rate.

CHINA 'MUMS are often referred to in the trade papers and many growers do not understand their significance. Such blooms are not a specific type but are the standard commercials pinched so as to produce three or more blooms to each plant the same as disbudded pompons. They are grown mostly by the Chinese in California hence this term.

INTRODUCTIONS OF 1933

AMELIA—(Also known as Azaleamum, Lavender Rose and Pink Cushion.) An old variety recently renamed and brought to prominence owing to its early flowering characteristics. Blooms in September and continues until killed by frost. Color bright pink.

AZALEAMUM—See description above.

CRIMSON SPLENDOR—A new single, light red in color. Flowers three inches in diameter mature October first. Plant attains about one and one-half feet in height.

GLOMERO—A very free flowering bronzy orange, similar to Arlyn and Bonnibel. As it is only 1½ inches in diameter it belongs to the intermediate pompon section. Very desirable for outdoor planting Height 23 inches. Cut October 5. A fine early light orange for floral arrangements.

HILGA—Color, bluish magenta approaching the color of Eden. Petals of varying lengths or cactus type. Height, 18 inches. Dwarf, upright growth. Flowers 3 inches in diameter mature October 15.

JEAN TREADWAY—Very free flowering. Blooms about two and one-half inches in diameter. It first opens light pink and as it matures becomes much lighter, nearly white. In perfection October first. Height about one and one-half feet.

LORELEI—A very productive yellow which we consider an improvement on Wolverine both in length of stem and freedom of bloom. Ready to cut September 10. Height 26 inches with flowers 3 inches in diameter.

RED FLARE—The first bright red garden variety. It is of the pompon type; about 2 inches in diameter, a little larger than the varieties belonging to the intermediate section. Height, 20 inches. Strong, upright growth. Matures October 15.

Plants from 2¼ inch pots: \$0.30 each, \$2.50 per ten, \$20.00 per hundred.
Not less than 5 of a variety at ten; 25 at hundred rate.

STANDARD VARIETIES

The majority of chrysanthemums are hardy south of the Ohio River and many are hardy in the northern states, as far as the plant is concerned, but they must flower before early frost to be of service. The varieties offered below generally flower from the last of August to the middle of October.

As earliness is very important to those in the northern states, we herewith append the dates when the color is prominent on most of the varieties.

Carrie, Normandie, Winnetka and Wolverine—August 20. A. Barham, Alice Howell, Amelia, Eden and Lorelei—the end of September.

A. BARHAM—Beautiful orange bronze. Early; matures September 30. Height 2 feet.

ALADDIN—See Mrs. Phil Page which is synonymous. Page 33.

ALICE HOWELL—A beautiful shade of orange yellow. Single. Early as well as free flowering. Flowers October 5. Height, 1½ feet.

BARBARA CUMMINGS—See Yellow Normandie which is synonymous. Page 34.

CARRIE—(Syn. Glory of Seven Oaks). Deep yellow. A beauty. Matures September 25. Height, 2 feet.

EARLY BRONZE—A hardy pompon. Color orange bronze. In full bloom September 20 and remains in fine condition until severe frost. Height 20 inches. Diameter of flowers 1½ inches.

EVELYN—When first opening is a near approach to crimson, assumes a deep bronze hue at maturity. Maturity about October 1. Flowers 2½ inches in diameter. Height, 22 inches. Dwarf, upright growth.

GANNA—(Introduced by us, 1931). A bright pink in color, strong robust growth. Free flowering; coming into color October 1 and fully developed about October 12. Flowers $2\frac{1}{2}$ inches in diameter. Height, $2\frac{1}{2}$ feet.

GLADA—(Introduced by us, 1930). A soft pink approaching light salmon. Flowers most profusely the end of September. Flowers 3 inches in diameter. Height, $1\frac{1}{2}$ feet.

ISOTTA—(Introduced by us, 1928). Early bronze maturing October 10. Of dwarf habit and exceedingly free flowering; not as early as some varieties but very useful when autumnal conditions are favorable. Height, $2\frac{1}{2}$ feet.

LITTLE BOB—This belongs to the small pompon or button type but owing to its extra hardiness we deem it advisable to include it with this list. It does not flower until October 1 but is quite resistant to frosts and is very free flowering. Height, $1\frac{1}{2}$ feet. Color, dark bronze.

MAYELLEN—(Introduced by us, 1925). Color cerise pink with yellow anemone center. A seedling from Winnetka and possessing the same habit of continuous flowering from September 15 to November. Height, 2 feet.

MRS. PHIL PAGE—With us this new variety reaches full beauty in October but does not make the wealth of bloom of Carrie, Wolverine, Normandie and Yellow Normandie during September. The color is a pleasing shade of bronze similar to A. Barham.

MULDOON—(Introduced by us, 1931). A purplish amaranth in color. Flowers somewhat of the pompon type; free flowering and good growth. Matures October 12. Flowers 2 inches in diameter. Height, 2 feet.

MURILLO—(Introduced by us, 1925). This variety is not as early as some kinds, flowers October 12, but is of strong growth and very hardy. It is the best shade of pink among the early hardies. Height, 2 feet.

NORMANDIE—One of the earliest and best cream whites. Flowers September 10. Height, $1\frac{1}{2}$ feet.

OCTOBER GIRL—Semi-double crimson, shading to chestnut. Blooms about the middle of October. Flowers 2 inches in diameter.

OLGA—This early hardy begins showing color September 20, presenting an orange bronze cast which changes as it develops to a medium shade of pink; slightly darker than Murillo. Height, 2 feet. Matures October 10.

ROSY GEM—Another bright pink or rose colored hardy variety; similar to Ganna but of a slightly softer tone with less of the purple cast. Height, 2 feet. Shows color last of September. Fully developed October 15.

RUTH CUMMINGS—Color reddish bronze with terra cotta shadings aging to a soft bronze. Flowers 2 inches in diameter. Matures about the middle of October. Height, $1\frac{1}{2}$ feet.

RUTH HATTON—A free flowering white with dwarf branching habit. On first opening it shows a lemon center which eventually fades to a pure white. In perfection about October 20. Flowers two inches in diameter and plants attain two feet in height.

SEPTEMBER QUEEN—(Introduced by us, 1930). Begins flowering late in August but in September is a profusion of pure white flowers $3\frac{1}{2}$ inches in diameter. Will be very useful in early autumn. Height, $1\frac{1}{2}$ feet.

SONOMA—(Introduced by us, 1931). A bronze with golden reverse and gold tipped petals. A profuse bloomer, coming into color October 1. Flowers $2\frac{1}{2}$ inches in diameter. Height, $2\frac{1}{2}$ feet.

TASIVA—(Introduced by us, 1928). Very free flowering white. Matures October 1. Height, 2 feet. In wealth of bloom this variety is surpassed by none in this section.

WOLVERINE—(Introduced by us, 1923). A seedling from Normandie. A beautiful color and very desirable where early flowers are required. Matures August 30. Height, 2 feet.

YELLOW GEM—This new pompon is recommended for outdoor flowering hence we have placed it among the garden varieties. Color, bright yellow, is very free flowering. Height of plant fifteen inches. Flowers one and one-quarter inches mature October 15.

YELLOW NORMANDIE—A bronze yellow sport from Normandie. A beautiful color and very desirable where early flowers are required. Flowers September 10. Height, 1½ feet.

ZAZA—(Introduced by us, 1931). Yellow with orange at the base of the petals; of dwarf habit. Shows color October 1. Flowers 2½ inches in diameter. Height, 2 feet.

For the benefit of those interested in the small flowering or button type of Chrysanthemums for this purpose we recommend the following. They are all free flowering and dwarf, coming into flower in this locality before severe frosts. Of the small or Baby Pompons are such as Bonnibel, Ethel, Margot and Padoka. (See page 15. Of the larger or Intermediate Pompons Irene, Jewell, Leilah and Rodell are among the best. (See page 19.) Benoit described among the pot varieties (page 28) is also exceedingly fine for this purpose.

Plants from 2¼ inch pots: \$0.15 each, \$1.00 per ten, \$7.50 per hundred.
Not less than 5 of a variety at ten; 25 at hundred rate.

For the Rock Garden

INTRODUCTIONS FOR 1935

To secure best results and keep the plants dwarf, pinch the center as soon as they show active growth, repeating this operation every two weeks. This insures dwarf plants of maximum width and abundance of bloom. Prompt attention to this detail insures success.

The following varieties have been selected especially for planting in the Rock Garden. They grow only 16 to 18 inches in height and are very free flowering.

The plants from which the illustrations were made were grown in the field, lifted and placed in six inch pots.

GLORIETA—Color light pink; strong upright growth and very productive. In full bloom October 10. Plants 16 inches in height with flowers 2¼ inches in diameter.

KUZUKA—Color bright pink with an anemone or quilled center of yellow. Dwarf upright growth and free flowering. Attains 18 inches in height; matures October 10; flowers 2¾ inches in diameter.

LILYAN—First opening light pink and changing to white. Growth dwarf, attaining only 16 inches; very productive. Matures October 5. Flowers 2¾ inches in diameter.

MARISA—The single flowers have three or more rows of petals which are orange bronze with a golden center. Dwarf spreading growth and exceptionally free flowering. Matures October 10; height of plant 16 inches; flowers 2½ inches in diameter.

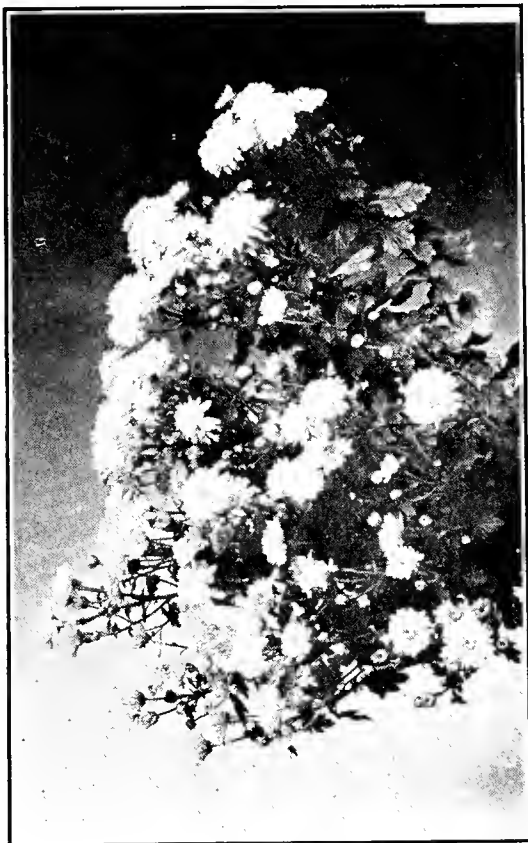
Plants from 2¼ inch pots: \$0.60 each, \$5.50 per ten, \$50.00 per hundred.
Not less than 5 of a variety at ten; 25 at hundred rate.

In addition to the foregoing, the following are well adapted for Rock Gardens: Amelia, Early Bronze, Benoit, Elena, Flash Light, Natoma, Sunkist, Wolverine, Glada, Ganna, September Queen, Sonoma, Zaza, Rodell, Bonnibel, Ethel, Gold Mine, Margot and Wee Dot.

They may be planted in the vegetable garden or any out of the way place (the centers pinched two or three times during the summer) and replanted in the rock garden when in flower thus producing a brilliant and pleasing effect throughout the autumn. Varieties suggested will be found in the Pompon and Hardy or Garden Varieties Sections. All varieties mentioned flower before frost in the north.



LILYAN



GLORIETA



KUZUKA



MARISA

Odd Formed Varieties

This type in most instances is unsatisfactory for general commercial use. The reason is the petals are so long and fragile that they cannot, without injury, be shipped and handled as most Chrysanthemums are. To those who arrange their own products they are quite serviceable for the grace and beauty they impart.

INTRODUCTION OF 1934

GREEN EYES—The several rows of bronze outer petals incurve forming a conspicuous cup; inside of petals red. The very prominent center or disc is green which retains its color until the center florets are fully developed. Flowers November 1. Height 4 feet. Diameter of flowers 6 inches.

Plants from 2¼ inch pots: \$1.00 each, \$8.00 per ten.
Not less than 5 of a variety at ten rate.

STANDARD VARIETIES

Most of the varieties in this section originated in Japan where they are considered the most beautiful of the entire chrysanthemum family. They are indeed very unique with their feathery and thread-like petals.

FANTASIA—A Japanese anemone of large size, 9 inches or more in diameter, with long tubular ray florets and low button like disc. Flowers November 10 to 20.

MIGNONNETTE—Rather curly fine petals resembling a thistle bloom in form. Color, bright yellow.

MISS GENA HARWOOD—Another sport from Rayonnante. Color, rosy mauve.

PEGGY ANN HOOVER—Long tubular petals similar to Pride of Tokyo. Color a delicate shade of lavender. Size when disbudded 9 inches or more. From U. S. Department of Agriculture.

PRIDE OF TOKYO—(Introduced by us, 1931). In structure it is composed of long tubular petals most of which are hooked up or spoon like at the extreme tips. The color is a very delicate creamy pink. Not fully matured by November 20. Will produce four to five flowers per plant whose extreme diameter is 11½ inches.

RAYONNANTE—Long cord-like petals, pale rose pink. Beautiful in color. May be grown very large.

UNIQUE—Long, straight, slender, tubular petals of wine red of lasting quality. May be had from the middle of November into December. Diameter of flowers 8 inches.

WHITE JITSUJETUI—Small flower, petals slashed and toothed at the lips.

WHITE RAYONNANTE—Identical with Rayonnante except in color which is white.

Plants from 2¼ inch pots: \$0.25 each, \$2.00 per ten, \$15.00 per hundred.
Not less than 5 of a variety at ten; 25 at hundred rate.

Those desiring the benefit of our experience in making a selection can rely on our judgment entirely. Please advise us as to the purpose for which they are intended.

We are in receipt of many testimonials complimenting quality of stock, mode of packing and liberal count. Send us a list of your friends interested in Chrysanthemums.

CHRYSANTHEMUM SPECIES



MAWII

These particular types are not of especial commercial value. They are, however, most interesting to the student and others when they realize these types are ancestors to our present day Chrysanthemums.

ARCTICUM—Nearly pure white, single, first flowers October first. Diameter of flowers, $2\frac{1}{2}$ inches. Height, 12 inches. Foliage small. A fine subject for rock gardens.

COREANUM—The flowers are single, color blush white; $1\frac{1}{2}$ to 2 inches in diameter. While exceedingly hardy it is inclined in some localities to make many blind growths, possibly due to the extreme heat of summer; a condition abnormal in its habitat, Korea.

INDICUM—A common wild plant in Southern China and no doubt often obnoxious. The flowers are single, color yellow, $3\frac{1}{4}$ inches in diameter. Plants make many branches as well as lateral growths and are free flowering, the same as those known as mountain varieties.

MORIFOLIUM—The flowers are single, flesh pink, $1\frac{1}{2}$ inches in diameter. Blooms about September 25. Each growth produces many laterals, each flowering profusely. Attains 3 feet in height.

MAWII—This does not belong to the same family as the foregoing. It comes from the mountains of Northern Africa. A low growing plant about 8 inches in height with fine cut leaves. The slender flower stems extend upward about 12 inches with a solitary pink flower with dark center. Admirably adapted for the rock garden.

Plants from $2\frac{1}{4}$ inch pots: \$0.25 each, \$2.00 per ten, \$15.00 per hundred.

Not less than 5 of a variety at ten; 25 at hundred rate.

Japanese Mountain or Cascade Varieties

These are small single varieties of fairly dwarf growth, very free flowering, and with soft or pliable stems. The term Cascade is given these varieties from the fact that one or more growths may be bent down without injury to the plant making them acceptable for use on tables or other flat furniture.

INTRODUCTIONS OF 1934

BROWN BUTTON—This baby pompon has such a pliant stem that it is a fine subject to be grown as a cascade variety. It is dark bronze in color, maturing November 10 and is one inch in diameter.

SHOOTING STAR—We have been fortunate in securing an anemone variety which belongs to the cascade section. The star shaped flower is yellow and the center is a low anemone cushion, maturing November tenth. Diameter, one and three-eighths inches.

Plants from $2\frac{1}{4}$ inch pots: \$0.40 each, \$3.50 per ten, \$30.00 per hundred.

Not less than 5 of a variety at ten; 25 at hundred rate.

STANDARD VARIETIES

Bronze, Pink, Red, White and Yellow, mixed or separate colors.

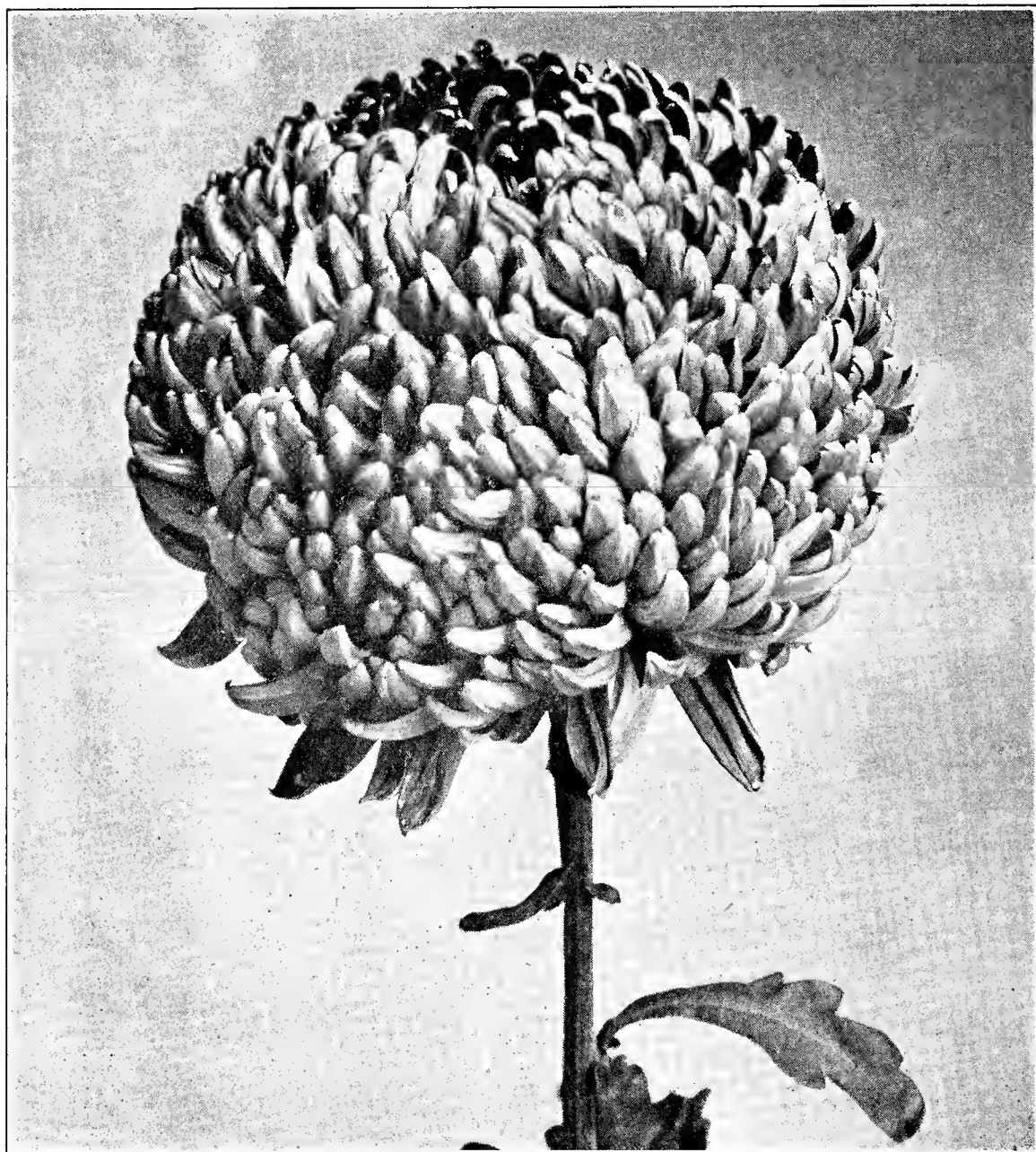
Plants from $2\frac{1}{4}$ inch pots: \$0.25 each, \$2.00 per ten, \$15.00 per hundred.

Not less than 5 of a variety at ten; 25 at hundred rate.

Exhibition Section

This section comprises varieties which are considered best for those who desire flowers of exceptionally large size which depends altogether upon the culture given.

INTRODUCTIONS FOR 1935



CONQUEST—An exhibition variety of very regularly incurved form; color reddish bronze with orange reverse somewhat similar to Glenview. Strong growth; matures October 25. Stem and foliage good. Blooms 7½ inches in diameter. Select bud September 1. C.S.A. Certificate.

Plants from 2¼ inch pots: \$1.50 each, \$12.50 per ten.
Not less than 5 of a variety at ten rate.



DAVID B. OLIVER—Bright orange, long petals with extreme tips toothed and twisted in every direction, exceedingly irregular in arrangement. Dwarf, upright growth with stem of sufficient strength to hold the bloom upright without artificial support. Foliage close to the bloom. Reserve bud August 25 to secure best blooms October 25. Height 4 feet; diameter of blooms 10 inches.

WHITE NERISSA—This sport like the original and the bronze sport is of especial interest to those desiring large incurved exhibition blooms. Identical with Nerissa except color. Select bud September 10.

Plants from 2¼ inch pots: \$1.50 each, \$12.50 per ten.
Not less than 5 of a variety at ten rate.

The advantages of Chrysaline over other manures are: It is clean, has no offensive odor, is soluble and thus easily prepared, is immediate and permanent in its effects, so highly concentrated that it is the cheapest, saves time and labor, and gives accurate results. See inside front cover.

INTRODUCTIONS OF 1934

BRONZE NERISSA—Nerissa has long been a favorite for those interested in exhibition varieties. Its large globular formed flowers stamp it as an acquisition for show purposes. Reserve bud September tenth.

LANCASHIRE—A reflexed clear yellow of large size. Matures November 1. Select bud August 25.

NELLIE MITCHELL—Color yellow suffused with bronze. For largest size and best color reserve bud August 25. Matures November 1.

SHAWNEE CHIEF—The upper surface of the maroon petals is Indian red, petals reflex in an irregular manner. In arrangement they curl and twist in every direction, occasionally showing the Golden Reverse. The plant is about five and one-half feet high from early propagation. Select bud about August 25. Flowers nine inches in diameter mature November fifth.



The Big Child



Shawnee Chief



The Commander

THE BIG CHILD—Dedicated to Milton J. Cross, radio announcer for the NBC Children's Hour. A wonderful new variety of sufficient size, ten inches, to be included in the exhibition section. Another remarkable feature, the stem is so rigid that supports are unnecessary. Color a one toned yellow, a little darker than the old variety Odessa. Planted February 15 attains a height of six feet and is fully developed November first. Reserve bud August fifth to tenth.

THE COMMANDER—A pearly white from the early bud and a light flesh pink on the later buds, which are fully double. Form irregularly reflexed. Reserve bud August 25 to 30. Plants propagated early in February reach six feet in height. Flowers, nine inches in diameter.

WHITE VERMONT—All growers of exhibition varieties are well acquainted with the old variety, Vermont, and its adaptability for show purposes owing to its size. This sport is a counterpart with the exception of color which is pure white. Select bud about August tenth.

Plants from 2¼ inch pots: \$1.00 each, \$8.00 per ten.

Not less than 5 of a variety at ten rate.

EXCEPTIONAL EXHIBITIONS

Those desiring a greater variety of exhibitions should consider the following for, while they are not as dependable as the standard exhibitions for the average florist, they are very large and spectacular in appearance. When propagated in March, giving ample space between the plants and careful consideration in selecting the buds, the results should fully compensate any extra effort.

CARRIE BEINECKE—Disseminated as an improved Majestic which would indicate the color was a golden bronze. Select bud after August 20.

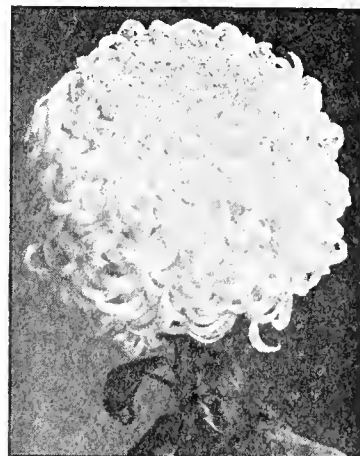
GOLDEN MAJESTIC—This sport from Majestic is a bright yellow in color; in other respects is identical with its parent. It should become very popular as an exhibition variety. Select bud August 20. Matures October 25. Medium dwarf growth.



Mrs. H. S. Firestone



Pockett's Crimson



Louisa Pockett

LOUISA POCKETT—An Australian variety of the purest white, from early buds and delicate pink from late ones. Requires about the same culture as Wm. Turner. Semi-dwarf. Date of bud, August 10.

MARIAN H. UFFINGER—One of the large exhibition varieties. Outer petals reflex while the center ones incurve. The lining of the petals is a bronzy crimson and the reverse side gold. Quite striking in appearance. Select bud August 20 to 25. Flowers 10 inches in diameter. Height, four feet. Matures November 1.

MRS. H. S. FIRESTONE—Very large bloom with rigid stem and good foliage. Color, chamois buff. An excellent variety. Dwarf. Date of bud, August 25.

NAGIROC—An exceedingly large, reflexed, golden bronze. Admirably adopted to exhibition purposes. Semi-dwarf. Best bud, August 15. Flowers 10 inches in diameter mature October 25.

NERISSA—(Introduced by us, 1914). A pink of very perfect incurved form. Strong, upright growth. Select bud September 15. Medium height. Matures November 5.

POCKETT'S CRIMSON—A splendid crimson with golden reverse when an early bud is reserved, about August 25. Matures about October 25.

PRINCESS TERU—(Introduced by us, 1931). The flowers of this variety are of the reflexed type. A pink several shades brighter than Well's Late Pink. A very promising variety for exhibition purposes. Flowers, 7 inches in diameter. Height of plant, 4 feet; select bud August 25. Fully matured November 1.



Golden Majestic



Marian Uffinger



Vermont

There are no novelties produced in America as popular as those of our own origin. Everyone grows them eventually. Why not try a few of each now, increasing the stock the following season of such as meet your requirements.

THOS. W. POCKETT—A clear pink with incurved tips; a strong vigorous grower with ample foliage. Buds late in August give the most perfect flowers and color. Tall. Flowers 9 inches in diameter mature November 1.

VERMONT—Enormous flowers of incurved type. One of the best pinks for exhibition purposes. Tall. Date of bud August 10. Matures October 25.

WELL'S LATE BUFF—When properly grown Well's Late Pink still holds its own, for size and color, among the exhibition varieties and this new sport is equally valuable for this purpose. In color it is similar to such varieties as Mrs. August Koch, Floyd Gibbons and so forth; a rather pinkish, creamy buff. Dwarf in growth. Select bud September 10. Matures about November 5.

WM. H. WAITE IMPROVED—(Introduced by us, 1930). Synonym Edith Cavell. A sport from Wm. H. Waite in which the bronze is supplemented by bright red. Dwarf. Matures November 1.

YELLOW POCKETT—A light yellow sport from Louisa Pockett and identical in every respect except color. Semi-dwarf. Select bud August 10.

Plants from 2¼ inch pots: \$0.30 each, \$2.50 per ten, \$20.00 per hundred.

Not less than 5 of a variety at ten; 25 at hundred rate.

STANDARD VARIETIES

BRONZE TURNER—A light bronze sport from the well known Wm. Turner, and is identical in other respects. Semi-dwarf. Date of bud, August 25.

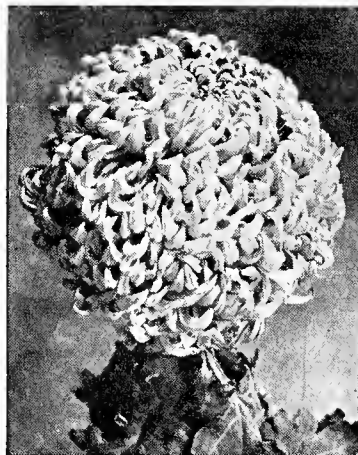
DORALDINA—(Introduced by us, 1931). A bright rose pink of a decided incurved form. Large dark green foliage with strong upright stem. Diameter of flower 7 inches. Select bud August 20. Height of plant, 4 feet, and matures about October 27.

ELBERON—(Introduced by us, 1913). Bright pink of finest incurved form. Beautiful foliage and good stem. Easy to manage. Semi-dwarf. Date of bud August 30. Flowers 8 inches in diameter mature November 1.

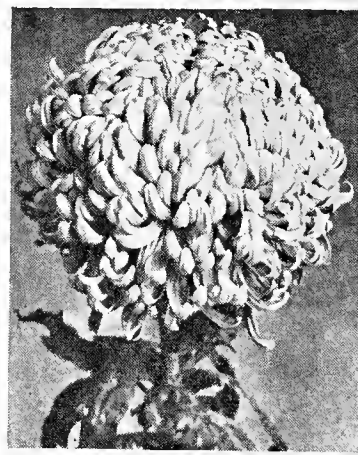
FRANCINE—(Introduced by us, 1927). A Vermont seedling with a strong stem. The upper surface of the petals is old rose and as it is closely incurved the pinkish buff reverse is most prominent. Height, medium. May be grown as large as the Turners. Select bud August 15. Matures November 15.



Imperial Gold



Elberon



Francine

IMPERIAL GOLD—A light buff reflexed with petals irregular in their arrangement. Select buds from August 5 to 10. Flowers ten inches in diameter mature October 25. Height of plant, six feet.

J. R. BOOTH—A bright yellow sport from Nagirroc, possessing the same qualities as to form and size and requiring the same culture. Semi dwarf. Date of bud, August 20.

Our products are known the world over wherever Chrysanthemums are grown. Our products speak for themselves; nothing we can say will add to their merits.

LA FRANCE—(Introduced by us, 1930). A decidedly incurved exhibition showing the reverse of the petals. The general color is a silvery mauve with upper surface nearly purple. Blooms, eight inches in diameter are cut October 28 from buds reserved August 15. Exceedingly double and a high rounded flower. Height, seven feet.

MARY L. CLARK—(Introduced by us, 1925). A light shade of lavender pink, maturing October 25. Eight inches in diameter. Height, 5 feet from March propagation. Bud August 25. May be grown for commercial purposes and is a rose pink from September bud.

MRS. J. LESLIE DAVIS—A sport from Wm. Turner and identical in every way except its color, which is a very pleasing shade of pink. Semi-dwarf. Date of bud August 30.

MRS. E. KERSHAW—A strong, tall growing variety producing a large bloom. In color it belongs to the two toned class, the surface of the petals being red and the reverse, yellow or old gold. It is large enough to please any exhibition grower. Select bud August 15.

MRS. AUGUST KOCH—A sport from the well-known variety Vermont. Color, rosy salmon with a creamy buff reverse. In other respects it is identical.

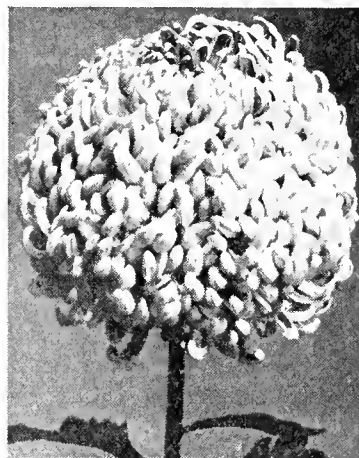
MRS. F. E. LEWIS—Deep crimson with old gold reverse. Select bud first week of September. Height 4 feet. Matures November 15.



Mrs. E. Kershaw



Olivette



La France

MRS. B. D. SPILMAN—Color apricot orange and of reflexing form. Large. Height 5 feet. Reserve bud August 20. Matures October 28.

OLIVETTE—Blooms quite irregularly reflexed showing both the upper surface and the reverse of petals. A dark pink or rose color. Flowers, eight inches in diameter mature the end of October from buds selected August 10. Plants attain a height of about six feet.

SEMINOLE CHIEF—(Introduced by us, 1926). A reflex chestnut bronze resembling the variety President J. W. Everett, but is more dependable, larger in size, and of easy culture, matures October 25, size 8½ inches, best bud August 25.

WM. TURNER—A decidedly incurved variety of purest white. Fine form and strong grower with clean foliage. Semi-dwarf. Date of bud August 30. Medium height. Diameter of flowers 9 inches. Matures November 1.

YELLOW TURNER—A light yellow sport from the popular Wm. Turner and equal to its parent in every respect. Semi-dwarf. Date of bud August 30.

Plants from 2¼ inch pots: \$0.25 each, \$2.00 per ten, \$15.00 per hundred.

Not less than 5 of a variety at ten; 25 at hundred rate.

Our business was established in 1876; we began breeding Chrysanthemums in 1887 and since 1907 have devoted our entire energy to this class of plants. During these years we have originated and disseminated 615 varieties.

Anemones—Exhibition Varieties

INTRODUCTION OF 1933

DONILDA—Long, bright yellow guard petals. The disc florets are the same color and the outer ones are long while each succeeding row recedes, thus forming a low flat cushion 4 inches in diameter. Diameter of entire flower 9 inches. Height, 3 feet. Matures November 25.

Plants from 2¼ inch pots: \$0.75 each, \$6.00 per ten, \$50.00 per hundred.
Not less than 5 of a variety at ten; 25 at hundred rate.

STANDARD VARIETIES

BUFF QUEEN—(Introduced by us, 1926). The larger anemone type, 6¾ inches in diameter. Color of both ray and disc florets is buff, similar to Majestic. Cushion 4¾ inches in diameter. Matures November 1.

CAPTIVATION—(Introduced by us, 1927). When grown single stem blooms are 7½ inches in diameter. Color of ray florets mahogany red. Cushion 4 inches; same color except extreme end of quills which is tipped with yellow. Strong stem and wonderful substance. Matures November 10.

TRIUMPH—(Introduced by us, 1926). An anemone 8 inches in diameter; undoubtedly the largest in cultivation. The long ray florets are golden brown, similar in color to Nagirroc. The 3¼ inch cushion is bright yellow. Matures October 25.

Plants from 2 inch pots: \$0.25 each, \$2.00 per ten, \$15.00 per hundred.
Not less than 5 of a variety at ten; 25 at hundred rate.

CULTURAL SUGGESTIONS

A few points vital to successful culture should be considered before deciding the best course to take. If the plants at hand are such as are recommended for the production of large blooms designated as Exhibition and Commercial sorts they should be restricted to a very few growths.

A plant producing but three flowers will develop larger blooms than where more are allowed to remain.

The reason is obvious. Flowers are developed by the plant's energy exerted by the assimilation of the elements contained in the soil. When such energy is divided we can not expect the maximum size.

We would not recommend, when grown out of doors, restricting the plant to one growth as such a course is somewhat hazardous, for should the bud be injured a total loss would result. When growing under glass or other forms of protection one bloom per plant is often resorted to for increasing the size.

BUDS

About August first some varieties begin to develop buds and these are called crown buds. (See cut). This first bud, which appears from about August tenth to twentieth, is the one to reserve for the large exhibition blooms. For this purpose remove all of the lateral growths as they appear. This will concentrate the plant's energy in the bud and subsequent bloom. With a few exceptions this first bud is the one to select for the exhibition varieties and a few of the commercial varieties.

By removing this early or crown bud the lateral growths continue and will later form another bud which terminates the growth. This bud is known as the terminal bud. (See cut). This is the bud usually preferred for commercial varieties as well as for large anemones and pompons.



The Early or Crown Bud



The Terminal or Late Bud

The dates suggested in the catalog are fairly accurate in the northern states but in the south buds may not appear as early. This is due to the shortening of the daylight and cooler weather which usually manifests itself by mid August. From the foregoing it is apparent no fast rule can be given. Every grower should mark the date each bud is selected and when single flowers result make note to advance the date for next year, if too double and malformed select a later bud.

LARGE POMPON AND ANEMONE TYPES

For the large pompons and anemones (see pages 13 and 23) pinch out the center of the plant as soon as it shows active growth and retain two or three of the growths which follow. Let these growths continue, removing all side shoots and when buds are formed disbud leaving one bud to each shoot; such treatment should afford very perfect blooms.

HARDY OR GARDEN VARIETIES

For the garden or hardy varieties including early pompons, where the object is mass of color for effect rather than perfection of bloom, we should promote as many growths as possible. This is accomplished by pinching out the center of the growth twice or more during the growing season or up to the second week of August for the early flowering kind and a month later for the latest ones. Such a course will give dwarf bushy plants with abundance of bloom and no staking is required. Many people are loath to push back plants for fear of injury. This is not the case with the Chrysanthemum for just above the leaf stem is a later bud which will break forth as soon as the top growth has been checked. The tall toppled over plants one often sees are due to lack of pinching. This class of plants like children need some restrictions to bring about the desired result. Plants are like the human family—what is honey to one is vinegar to others. Some plants like their feet continuously in the water while others enjoy dry, hot soil. The Chrysanthemum should be watered copiously then let alone until fairly dry again. Water-logged soil is injurious.



BROKEN PLANTS—It often happens the end of plants are broken off during the process of packing and transporting, such a condition does not impair or detract the quality of the blooms at the flowering time. At the base of each leaf is a latent bud which will soon produce a new growth. Experienced growers often pinch out the centers for the purpose of producing more dwarf growth or to secure dwarf and bushy plants.

In fact many (particularly amateurs) dislike to pinch out the tips of their plants. This procedure is essential and should be practiced by all who desire a wealth of color on outdoor plantings. In this manner dwarf plants are insured which do not require staking. This process should be discontinued before the buds are formed, about July twentieth for the mid-season kinds.

The plant at the left was broken three inches above the soil and the one at the right a half inch. The accompanying illustration, taken a month later, shows how completely they will recover.

PLANTING RECORDS

Where the exact location of various varieties is desired, draw a diagram of the space planted. If it is a rectangular bed and the rows, either across or lengthwise, are of one variety then all that is necessary is to number the rows and mark the varieties on a permanent record, either in a file or in a book, for future use. Always begin at the left and number to the right. If the space is devoted to many kinds then the plants can be referred to by number and the name given in the permanent record.

In circular beds, facing the front number to the left to the point of beginning; by numbering each row accurate record can easily be kept. In circular beds, provided the rows apart and the distance the plants are set in the row are the same, it will require as indicated; one for the center and three for the next and each additional row increased by three. For example, if set one foot apart there will be one plant in the center, three in the first row that is a foot from the center plant and six plants in the next row that is one foot from the second row. It is always well to leave eight or ten inches from the outer row, if planted on the lawn, for the use of the lawn mower and other necessary work.

Where other forms of beds are used an exact diagram can be made and the same rules followed. If such records were made the day the plants were planted there would be little necessity of having flowers identified. Only in cases where the varieties are apparently mislabeled would such service be required.

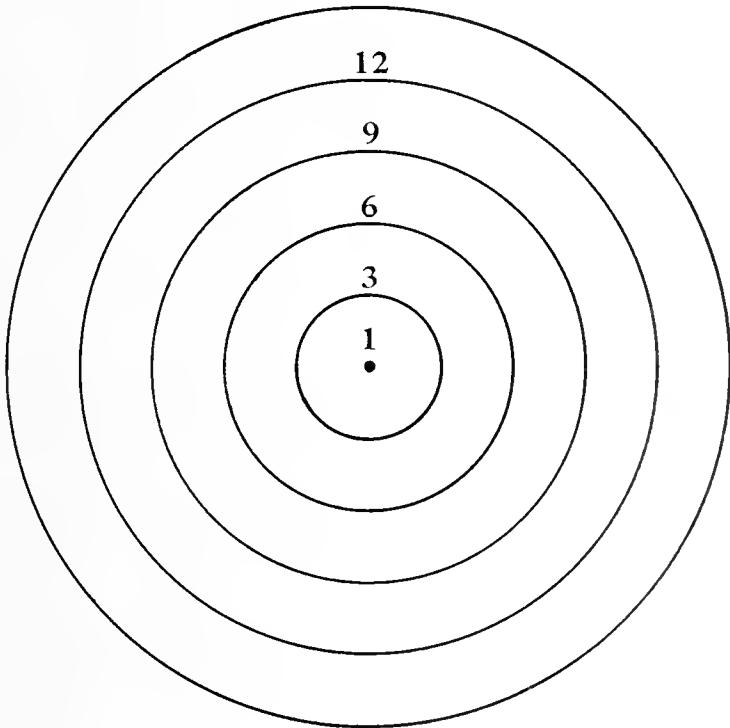
In case it is necessary, we are always glad to supply the names of unknown varieties as far as possible although it is very difficult at times as plants are grown under various conditions and often flowers are only half developed while others are past their prime.

Should it be necessary to ask for assistance, please comply with the following instructions.

Cut the stem at least one foot long so we may see the foliage. Wrap the end of the stem with wet moss or other material to preserve the freshness. Number each kind and keep a record of the numbers. Line the box with wax paper and tie the blooms securely to prevent shifting. It is impossible to identify flowers enclosed in letters.

4
3
2
Row No. 1	1	2	3	4	5

FRONT

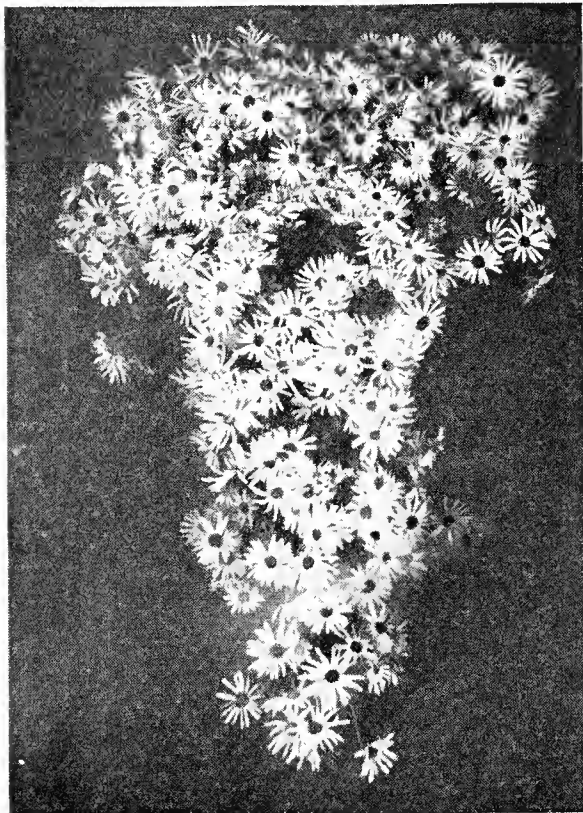


FRONT

WINTER PROTECTION

The protection of hardy or garden varieties of Chrysanthemums is a subject that interests many of our customers. The preceding year's growth dies and the underground stems or rhizomes are really what should be protected so as to survive and make new growth for the following year. It is not so much the severity of the winter that causes the plants to perish as the continued freezing and thawing. With this in mind it is best to use some form of light protection which will shade the ground and prevent thawing after it has frozen. Leaves are satisfactory if not used too heavily so as to smother out the plants. If used with some brush on top to keep them in position they will be practical. Those having evergreen boughs or cornstalks will find them very serviceable for this purpose as they will admit the air and shade the ground. When the plants are situated near a building that affords some warmth they very often survive the winter without a covering of any kind.

CASCADING EFFECT



Grown to Cascade Form

The type known as mountain Chrysanthemum plants is so pliant or yielding that they may be trained to any desired form. For cascading or drooping effect they usually are manipulated as follows: When the main shoot is about 6 inches high pinch the center. As soon as the side shoots attain sufficient length train one of them to a stake 4 feet to 5 feet long, stuck into the soil at an angle of some 30 degrees from the vertical. Pinch the other side shoots from time to time at their third, fourth or fifth joints, according to the variety. Continue pinching throughout the summer until about the middle of September so as to develop a correctly shaped plant. By this time many branches should have been produced at every joint ready to bear flowers at their axils.

When the buds show color remove the stake and place the pot on a shelf sufficiently high to keep the drooping top of the plant from off the ground. Unless the stems hang gracefully by themselves they can be directed by means of galvanized wires bent to any desired shape. Normally the plants will come into

bloom about the end of October and remain brilliant until late November. Generous feeding is required during the entire growing period if large plants are desired. The feeding should be stopped, however, when the buds show color.

CHRYSANTHEMUMS FOR EVERYONE

Since 1907 we have devoted our entire time and energy to the development of all types of Chrysanthemums and especially those best adapted to commercial and exhibition use.

Our collection of standard varieties is unsurpassed in America. As soon as the merits of the new sorts are established we discard the weakest of the old kinds and thus keep our offerings strictly up-to-date.

ELMER D. SMITH & CO.

Adrian, Mich.

SELECTIONS IN EVERY INSTANCE MUST BE LEFT TO US. THE QUOTED PRICE OF PLANTS IN THESE COLLECTIONS IS CONSIDERABLY HIGHER THAN THE PRICE OF THE COLLECTIONS. A WONDERFUL SAVING. EACH COLLECTION \$1.00.

- No. 1—10 Commercial Varieties.
- No. 2—10 Pompons
- No. 3—10 Anemones.
- No. 4—10 For Pot Culture.
- No. 5—10 Single Flowered.
- No. 6—10 Hardy or Garden Varieties.
- No. 7— 5 Commercials, 5 Pompons.
- No. 8— 5 Commercials, 5 Anemones.
- No. 9— 5 Commercials, 5 Singles.
- No. 10— 5 Pompons, 5 Hardies.
- No. 11— 5 Anemones, 5 Singles.
- No. 12— 5 Exhibition Varieties.

Each Collection \$1.00.

No gratis plants given with these collections.

ADRIAN, MICHIGAN (The birth place of modern Chrysanthemums) is situated on U. S. HIGHWAY 223 and is approximately 200 miles east of Chicago, 80 miles southwest of Detroit and 30 miles northwest of Toledo, Ohio.

During the flowering period (October fifteenth to December) an inspection of our establishment affords pleasure to us as well as being profitable to many of our patrons.

All are welcome, any hour, day or night.

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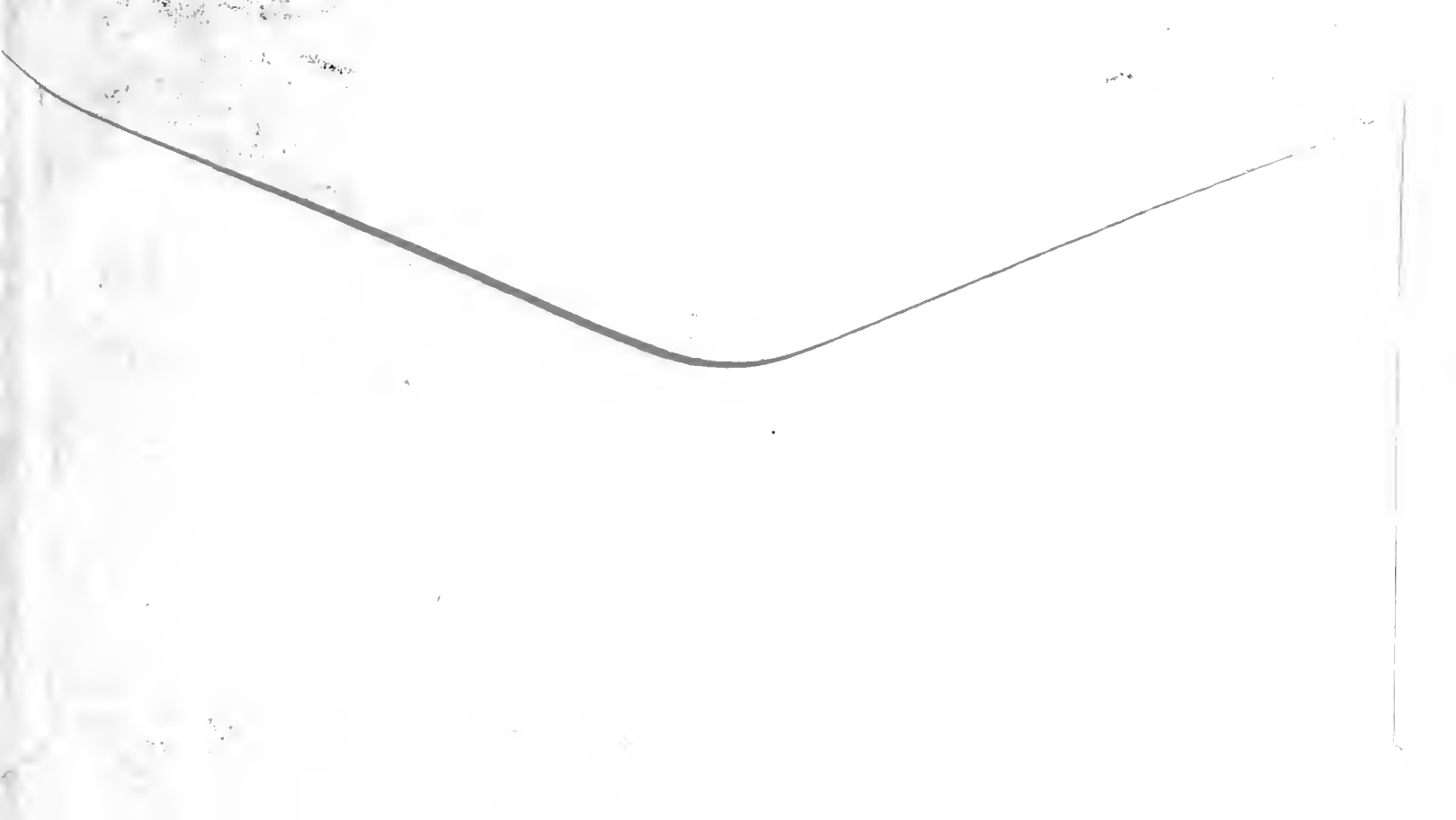
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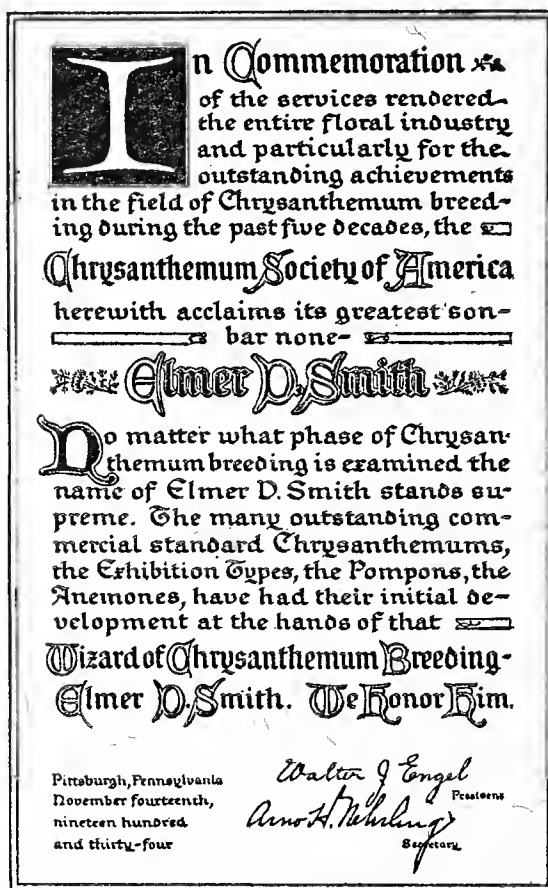
ELMER D. SMITH & COMPANY

ADRIAN, MICHIGAN



An Honor

. . . that Money Cannot Buy



The above illustrates the illuminated scroll awarded **ELMER D. SMITH** for his untiring efforts in the production and improvement of the various types of the Chrysanthemum.

Since the spring of 1890 this firm has each year offered the public a collection of new varieties which have included all types.

During these years, including the present, those of our origination number 615, many of which are most outstanding and popular at the present time.

ELMER D. SMITH & CO.

ADRIAN, MICHIGAN